

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM450902

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MADAME ALEXANDER DOLL COMPANY, LLC		11/10/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	DELUXE GAIN HOLDINGS LIMITED		
Street Address:	Room 701, Silvercord, Tower 1		
Internal Address:	30 Canton Road		
City:	Tsimshatsui, Kowloon		
State/Country:	HONG KONG		
Entity Type:	Private Limited Company: HONG KONG		
PROPERTY NUMBERS Total: 30			
Property Type	Number	Word Mark	
Registration Number:	2628817	ALEX	
Registration Number:	3500782	ALEXANDER GIRLZ	
Registration Number:	4688853	BABBLEBABY	
Registration Number:	4152766	BABY ALEXANDER	
Registration Number:	4697083	BATHTIME BABY	
Registration Number:	4152765	CHAOS THE BEAR	
Registration Number:	2619431	CISSY	
Registration Number:	4160020	DANGER THE DOG	
Serial Number:	87339711	FAN GIRL	
Registration Number:	3463605	FAVORITE FRIENDS	
Registration Number:	4152767	HUGGABLE HUGUMS	
Registration Number:	4152768	HUGGUMS	
Registration Number:	2917350	LOVE IS IN THE DETAILS	
Registration Number:	2410485	MADAME ALEXANDER	
Registration Number:	4986240	MADAME ALEXANDER	
Registration Number:	1720455	MADAME ALEXANDER	
Registration Number:	3337972	MADAME ALEXANDER DOLL CLUB	
Registration Number:	4986210	MADAME ALEXANDER DOLL FACTORY	
Registration Number:	4887716	MADAME ALEXANDER DOLL HOSPITAL	
TRADEMARK			

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Property Type	Number	Word Mark
Registration Number:	4413596	MADAME ALEXANDER MAKE A DOLL
Registration Number:	3287515	MADC
Registration Number:	4256007	MISCHIEF THE CAT
Registration Number:	2777757	NEWBORN NURSERY
Registration Number:	2805698	NEWBORN NURSERY
Registration Number:	4639515	PEEKABOOS
Registration Number:	4823212	PIXIE DOODLE
Registration Number:	3335813	PLAY ALEXANDER
Registration Number:	4515774	SEPARATED AT BIRTH
Registration Number:	4372370	TOTAL MOVES
Registration Number:	4413597	WENDYKIN WOOD

CORRESPONDENCE DATA

Fax Number: 2125414630
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.
Phone: 212-541-2000
Email: NYUSPTO@bryancave.com
Correspondent Name: BRYAN CAVE LLP
Address Line 1: 1290 Avenue of the Americas
Address Line 4: New York, NEW YORK 10104

ATTORNEY DOCKET NUMBER:	0559898
NAME OF SUBMITTER:	Pou-I "Bonnie" Lee
SIGNATURE:	/Pou-I "Bonnie" Lee/
DATE SIGNED:	11/14/2017

Total Attachments: 9
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (“Assignment”), entered into as of the last date written below (the “Closing Date”), is made by and between Madame Alexander Doll Company, LLC, formerly known as KLL Dolls, LLC (successor of Alexander Doll Company, Inc.) (“Assignor”), and Deluxe Gain Holdings Limited (“Assignee”).

WHEREAS, Assignor is the owner of the trademarks and service marks as set forth in Schedule A (hereinafter referred to as the “Marks”);

WHEREAS, pursuant to that certain Asset Purchase Agreement by and among Madame Alexander Doll Company, LLC and Kahn-Lucas-Lancaster, Inc., and Deluxe Gain Holdings Limited dated November 10, 2017 Assignee acquired all right, title and interest in and to the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignment. Assignor hereby assigns, transfers and conveys to Assignee: (i) all right, title and interest in and to the Marks, and any applications or registrations therefor; (ii) the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks; (iii) the rights to sue for and remedies against past, present, and future infringements of, and any and all causes of action of Assignor with respect to or arising out of, the Marks; and (iv) rights of priority and protection of interests therein under the laws of any jurisdiction worldwide.

2. Assistance. After the Closing Date and at the Assignee’s request, the Assignor will, at the Assignee’s sole expense, provide information, sign documents, and perform other acts reasonably necessary in order to effectuate the purposes of this Assignment, convey to Assignee all rights in the Marks, and perfect and/or enforce the ownership by Assignee of the right, title, and interest conveyed by this Assignment.

3. Representations and Warranties. Each of the Assignor and Assignee hereby acknowledges and agrees that none of the representations, warranties, covenants, rights, or remedies of any party under the Asset Purchase Agreement shall be deemed to be enlarged, modified or altered in any way by the execution and acceptance of this instrument.

4. Choice of Law. This Assignment shall be governed by and construed in accordance with the laws of the State of New York, without regard to principles of conflicts of law.

5. Counterparts. This Assignment may be executed in one or more counterparts, each of which shall be deemed an original, and all of which shall constitute one and the same instrument.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment effective upon the date of the last signature below.

**Madame Alexander Doll Company, LLC,
f/k/a KLL Dolls, LLC**

By: 
Name: _____
Title: Chief Executive Officer
Date: November 10, 2017

Deluxe Gain Holdings Limited

By: _____
Name: _____
Title: _____
Date: _____

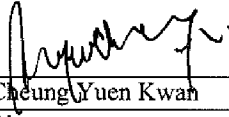
5. **Counterparts.** This Assignment may be executed in one or more counterparts, each of which shall be deemed an original, and all of which shall constitute one and the same instrument.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment effective upon the date of the last signature below.

**Madame Alexander Doll Company, LLC,
f/k/a KLL Dolls, LLC**

By: _____
Name: _____
Title: _____
Date: _____

Deluxe Gain Holdings Limited

By: 
Name: Cheung Yuen Kwan
Title: Director
Date: _____

SCHEDULE A

Mark	Country	Status	Serial No. Filing Date	Reg. No. Reg. Date	Class	Goods / Services
ALEX	United States of America	Registered	75/910,660 2/3/00	2628817 10/1/02	28	Dolls and accessories for dolls.
ALEXANDER DOLL	Canada	Registered	660,757 6/22/90	400458 7/24/92		Dolls.
ALEXANDER GIRLZ	United States of America	Registered	77/219,286 6/29/07	3500782 9/16/08	28	Dolls, doll clothing and doll accessories.
BABBLEBABY	United States of America	Registered	86/395,191 9/15/14	4688853 2/17/15	28	Dolls and doll accessories, namely, clothing for dolls, doll rooms, doll beds, doll houses, toy fabrics and linens for dolls and strollers for dolls.
BABY ALEXANDER	United States of America	Registered	85/295,816 4/14/11	4152766 6/5/12	28	Dolls and accessories therefor.
BATHTIME BABY	United States of America	Registered	86/165,543 1/14/14	4697083 3/3/15	28	Dolls and doll accessories, namely, clothing for dolls, doll rooms, doll beds, doll houses, toy fabrics and linens for dolls and strollers for dolls.
CHAOS THE BEAR	United States of America	Registered	85/295,808 4/14/11	4152765 6/5/12	28	Stuffed toy animals.
CISSY	United States of America	Registered	75/897,686 1/18/00	2619431 9/17/02	28	Dolls and accessories for dolls.
DANGER THE DOG	United States of America	Registered	85/295,613 4/14/11	4160020 6/19/12	28	Stuffed toy animals.
FAN GIRL	United States of America	Pending	87/339,711 2/17/17		28	Doll accessories; Doll clothing; Dolls.
FAVORITE FRIENDS	United States of America	Registered	77/173,081 5/4/07	3463605 7/8/08	28	Dolls, doll clothing and doll accessories.
HUGGABLE HUGGUMS	United States of America	Registered	85/295,822 4/14/11	4152767 6/5/12	28	Dolls and accessories therefor.
HUGGUMS	United States of America	Registered	85/295,836 4/14/11	4152768 6/5/12	28	Dolls and accessories therefor.
LOVE IS IN THE DETAILS	United States of America	Registered	78/335,795 12/3/03	2917350 1/11/05	28	Collectible dolls.

Mark	Country	Status	Serial No. Filing Date	Reg. No. Reg. Date	Class	Goods/ Services
MADAME ALEXANDER	Australia	Registered	A0049920 4/23/15	1253393 6/25/15	28	Dolls, doll clothing and doll accessories; toy hobby craft kits comprising of doll accessories, including beads, stickers, decorations, cord, ribbons and colored markers; toy kits for making toy jewelry.
MADAME ALEXANDER	Canada	Registered	661,047 6/22/90	392695 1/10/92		Dolls.
MADAME ALEXANDER	Cuba	Registered	A0049920 4/23/15	1253393 6/25/15	28	Dolls, doll clothing and doll accessories; hobby craft kits comprising primarily of doll accessories, beads, stickers, decorations, cord, ribbons and colored markers; kits for making toy jewelry.
MADAME ALEXANDER	European Union	Registered	A0049920 4/23/15	1253393 6/25/15	28	Dolls, doll clothing and doll accessories; hobby craft kits comprising primarily of doll accessories, beads, stickers, decorations, cord, ribbons and colored markers; kits for making toy jewelry.
MADAME ALEXANDER	International Bureau (WIPO)	Registered	A0049920 4/23/15	1253393 6/25/15	28	Dolls, doll clothing and doll accessories; hobby craft kits comprising primarily of doll accessories, beads, stickers, decorations, cord, ribbons and colored markers; kits for making toy jewelry.
MADAME ALEXANDER	Japan	Registered	A0049920 4/23/15	1253393 6/25/15	28	Dolls, doll clothing and doll accessories; hobby craft kits comprising primarily of doll accessories, beads, stickers, decorations, cord, ribbons and colored markers; kits for making toy jewelry.

Mark	Country	Status	Serial No. Filing Date	Reg. No. Reg. Date	Class	Goods / Services
MADAME ALEXANDER	Mexico	Pending	A0049920 6/9/16	1253393 6/25/15	28	Dolls, doll clothing and doll accessories; hobby craft kits comprising primarily of doll accessories, beads, stickers, decorations, cord, ribbons and colored markers; kits for making toy jewelry.
MADAME ALEXANDER	Philippines	Registered	A0049920 4/23/15	1253393 6/25/15	28	Dolls, doll clothing and doll accessories; hobby craft kits comprising primarily of doll accessories, beads, stickers, decorations, cord, ribbons and colored markers; kits for making toy jewelry.
MADAME ALEXANDER	Republic of Korea	Registered	A0049920 4/23/15	1253393 6/25/15	28	Dolls, doll clothing and doll accessories; toy hobby craft kits comprising primarily of doll accessories, beads, stickers, decorations, cord, ribbons and colored markers; toy craft kits for making toy jewelry.
MADAME ALEXANDER	Russian Federation	Registered	A0049920 4/23/15	1253393 6/25/15	28	Dolls, doll clothing and doll accessories; hobby craft kits comprising primarily of doll accessories, beads, stickers, decorations, cord, ribbons and colored markers; kits for making toy jewelry.
MADAME ALEXANDER	Singapore	Registered	A0049920 4/23/15	1253393 6/25/15	28	Dolls, doll clothing and doll accessories; hobby craft kits comprising primarily of doll accessories, kits for making toy jewelry.

Mark	Country	Status	Serial No. Filing Date	Reg. No. Reg. Date	Class	Goods / Services
MADAME ALEXANDER	United States of America	Registered	75/832,974 10/27/99	2410485 12/5/00	14 20	Ornamental pins. Figurines and ornaments made primarily of polystyrene and resin featuring non-detachable fabric, ribbons, beads, and crystals; porcelain jewelry boxes; and snow globes.
MADAME ALEXANDER	United States of America	Registered	86/419,430 10/9/14	4986240 6/28/16	14 28	Jewelry making kits; jewelry boxes. Dolls, doll clothing and doll accessories; hobby craft kits comprising primarily of doll accessories, beads, stickers, decorations, cord, ribbons and colored markers; kits for making toy jewelry.
MADAME ALEXANDER	Vietnam	Registered	A0049920 4/23/15	1253393 6/25/15	28	Dolls, doll clothing and doll accessories; hobby craft kits comprising primarily of doll accessories, beads, stickers, decorations, cord, ribbons and colored markers; kits for making toy jewelry.
MADAME ALEXANDER & X Design	United States of America	Registered	74/203,405 9/13/91	1720455 9/29/92	28	Dolls.
MADAME ALEXANDER (Stylized)	Republic of Korea	Registered	402003005343 4 12/3/03	400622706 6/27/05	28	Toys and sporting goods.

Mark	Country	Status	Serial No. Filing Date	Reg. No. Reg. Date	Class	Goods/ Services
MADAME ALEXANDER DOLL CLUB	United States of America	Registered	77/020,733 10/13/06	3337972 11/20/07	41	Entertainment services, namely, doll collector's clubs which provide a forum for exchanging information and experience about doll collecting; publication of the doll club magazines and newsletter; organization of conventions and exhibitions for the purpose of showcasing collectible dolls and doll collecting items.
MADAME ALEXANDER DOLL FACTORY	United States of America	Registered	86/388,137 9/8/14	4986210 6/28/16	28	Dolls and doll accessories.
MADAME ALEXANDER DOLL HOSPITAL	United States of America	Registered	86/419,459 10/9/14	4887716 1/19/16	37	Repair of dolls.
MADAME ALEXANDER MAKE A DOLL	United States of America	Registered	85/802,450 12/13/12	4413596 10/8/13	28	Dolls and doll accessories.
MADC	United States of America	Registered	77/045,755 11/16/06	3287515 9/4/07	28	Dolls, doll clothing and doll accessories.
MISCHIEF THE CAT	United States of America	Registered	85/295,797 4/14/11	4256007 12/11/12	28	Stuffed toy animals.
NEWBORN NURSERY	United States of America	Registered	76/475,123 12/13/02	2777757 10/28/03	28	Dolls, doll clothing and doll accessories.
NEWBORN NURSERY	United States of America	Registered	78/047,963 2/12/01	2805698 1/13/04	35	Retail, mail-order and on-line stores featuring toys, including dolls, doll clothing, and doll accessories.
PEEKABOOS	United States of America	Registered	86/055,504 9/4/13	4639515 11/18/14	28	Dolls.
PIXIE DOODLE	United States of America	Registered	86/301769 6/5/2014	4823212 9/29/2015	28	Dolls and doll accessories, namely, clothing for dolls, doll rooms, doll beds, doll houses, toy fabrics and linens for dolls and strollers for dolls
PLAY ALEXANDER	United States of America	Registered	77/060,417 12/8/06	3335813 11/13/07	28	Dolls, doll clothing and doll accessories.

Mark	Country	Status	Serial No. Filing Date	Reg. No. Reg. Date	Class	Goods / Services
SEPARATED AT BIRTH	United States of America	Registered	85/806,234 12/19/12	4515774 4/15/14	28	Dolls, doll clothing and doll accessories
TOTAL MOVES	United States of America	Registered	85/802,466 12/13/12	4372370 7/23/13	28	Collectible dolls.
WENDYKIN WOOD	United States of America	Registered	85/802,460 12/13/12	4413597 10/8/13	28	Dolls and doll accessories.

TRADEMARK

REEL: 006205 FRAME: 0219

RECORDED: 11/14/2017