

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM575350

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CREATIVE IMPACT INC.		05/01/2020	Corporation: VIRGIN ISLANDS, BRITISH
RECEIVING PARTY DATA			
Name:	ZURU (SINGAPORE) PTE. LTD		
Street Address:	1003 Bukit Merah Central		
Internal Address:	#06-07		
City:	Singapore		
State/Country:	Singapore		
Postal Code:	159836		
Entity Type:	Private Limited Company: SINGAPORE		
PROPERTY NUMBERS Total: 55			
Property Type	Number	Word Mark	
Serial Number:	85082212	GLIMMA GIRLZ	
Serial Number:	85432525	XSHOT	
Serial Number:	85433658	ROBO FISH	
Serial Number:	85722176	FUNVILLE SPARKLE GIRLZ	
Serial Number:	85735227	PIXY PUNKS	
Serial Number:	85760067	FUNVILLE SPARKLE GIRLZ	
Serial Number:	86175345	MY MAGICAL MERMAID	
Serial Number:	86175346	MY AMAZING BUTTERFLY	
Serial Number:	86292103	BUNCH O BALLOONS	
Serial Number:	86304888	ROBO JELLYFISH	
Serial Number:	86398209	GO GO BUBBLES	
Serial Number:	86459552	SEA FAIRIES	
Serial Number:	86459556	MY MAGICAL SEAHORSE	
Serial Number:	86459570	BUG ATTACK	
Serial Number:	86495928	FILL AND TIE UP TO 100 WATER BALLOONS IN	
Serial Number:	86501629	HAMSTERS IN A HOUSE	
Serial Number:	86750750	ZURU	
Serial Number:	86811942	FUNVILLE PERFECT PRINCESS	
TRADEMARK			

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Property Type	Number	Word Mark
Serial Number:	87279153	ZURU MOUTH FULL
Serial Number:	87347992	METAL MACHINES
Serial Number:	87352108	BUNCHO
Serial Number:	87409585	MAYKA
Serial Number:	87532689	ZURU
Serial Number:	87706361	ZURU METAL MACHINES
Serial Number:	87712767	PETS ALIVE
Serial Number:	87741231	RAINBOCORNS
Serial Number:	87741233	BOO-BOOCORNS
Serial Number:	87781109	SO SOFT
Serial Number:	87846339	NOOD
Serial Number:	87889876	ITTY BITTY PRETTYS
Serial Number:	87911002	SMASHERS
Serial Number:	88045581	UP YOUR GAME
Serial Number:	88052911	ME
Serial Number:	88052927	COCO CONES
Serial Number:	88062011	ZURU OOSH
Serial Number:	88087353	GLISTEN GIRLZ
Serial Number:	88094813	CHAOS
Serial Number:	88130108	MINI BRANDS
Serial Number:	88168547	COCO SCOOPS
Serial Number:	88168556	GUM YUM
Serial Number:	88207957	COTTON CANDY
Serial Number:	88270277	ME FOR YOU
Serial Number:	88281910	SPARKLE GIRLZ
Serial Number:	88307965	RAINBOCORNS
Serial Number:	88315472	VITAMIN BY HABIT
Serial Number:	88315475	HEALTH BY HABIT
Serial Number:	88315702	MONDAY HAIRCARE
Serial Number:	88315710	GLIMMER & STYLE
Serial Number:	88337219	ONE
Serial Number:	88459739	H
Serial Number:	88459744	FLOSSING SLOTH
Serial Number:	88552616	ZURU TINY TOWN
Serial Number:	88552628	EARTH INITIATIVE
Serial Number:	88552648	ONE LAUNDRY
Serial Number:	88975235	GUM YUM

CORRESPONDENCE DATA**Fax Number:** 8552268791*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:** 855-705-6414**Email:** trademarks@dbllawyers.com**Correspondent Name:** Alexander Butterman and Thomas Dunlap**Address Line 1:** Dunlap Bennett & Ludwig PLLC**Address Line 2:** 211 Church St., SE**Address Line 4:** Leesburg, VIRGINIA 20175**ATTORNEY DOCKET NUMBER:** 48717-000**DOMESTIC REPRESENTATIVE****Name:** Thomas M. Dunlap**Address Line 1:** Dunlap Bennett & Ludwig PLLC**Address Line 2:** 211 Church St., SE**Address Line 4:** Leesburg, VIRGINIA 20175**NAME OF SUBMITTER:** Alexander H. Butterman**SIGNATURE:** /Alex Butterman/**DATE SIGNED:** 05/07/2020**Total Attachments: 5**

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") dated and effective this 1st day of May, 2020 is by and between CREATIVE IMPACT INC., a corporation formed in accordance with the laws of British Virgin Islands (the "Assignor"), and ZURU (SINGAPORE) PTE. LTD., a private limited company formed in accordance with the laws of Singapore, located and doing business at 1003 Bukit Merah Central #06-07, Singapore 159836 (the "Assignee") (collectively, the "Parties") in connection with the transfer of all assets of Assignor to Assignee pursuant to an asset sale and purchase agreement, entitled ASSET SALE AND PURCHASE AGREEMENT between Assignor and Assignee, dated and effective as of May 1, 2020 (the "Principal Agreement").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks or service marks and the corresponding registrations and/or applications for registration therefor set forth in Exhibit 1 (collectively, the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks and is acquiring said Trademarks pursuant to the Principal Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the Parties hereby agree as set forth below.

Pursuant to the terms of the Principal Agreement, Assignor hereby sells, assigns, transfers and conveys to Assignee the entire right, title and interest in and to the Trademarks in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with and symbolized by the Trademarks and any assets or portions of the business to which the trademarks relate (including, without limitation, the right to renew any registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks, and any priority right that may arise from the Trademarks), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office ("USPTO") and in any applicable jurisdictions outside the United States to record the transfer of the registrations and/or applications for registration set forth on Exhibit 1 to Assignee as assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademarks.

This Trademark Assignment Agreement may be executed by the parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, but all such counterparts taken together shall constitute one and the same instrument. Each counterpart may be delivered by facsimile transmission or by e-mail, which shall be deemed delivery of an originally executed document.

IN WITNESS WHEREOF, the Parties hereto have executed this Assignment pursuant to the terms of the Principal Agreement as of the date first above written.

ASSIGNOR
CREATIVE IMPACT INC.




NAME: LINGLING XIE
TITLE: BRAND PORTFOLIO MANAGER

ASSIGNEE
ZURU (SINGAPORE) PTE. LTD




NAME: STEPHEN DRYSDALE
TITLE: BRAND ENFORCEMENT MANAGER

EXHIBIT 1
Trademarks

No.	Trademark	Jurisdiction	Application Number	Application Date
1	GLIMMA GIRLZ	USA	85082212	12 Jul 2010
2	XSHOT	USA	85432525	27 Sep 2011
3	ROBO FISH	USA	85433658	28 Sep 2011
4	FUNVILLE SPARKLE GIRLZ	USA	85722176	06 Sep 2012
5	PIXY PUNKS	USA	85735227	21 Sep 2012
6	FUNVILLE SPARKLE GIRLZ 	USA	85760067	22 Oct 2012
7	MY MAGICAL MERMAID	USA	86175345	26 Jan 2014
8	MY AMAZING BUTTERFLY	USA	86175346	26 Jan 2014
9	BUNCH O BALLOONS	USA	86292103	27 May 2014
10	ROBO JELLYFISH	USA	86304888	10 Jun 2014
11	GO GO BUBBLES	USA	86398209	18 Sep 2014
12	SEA FAIRIES	USA	86459552	20 Nov 2014
13	MY MAGICAL SEAHORSE	USA	86459556	20 Nov 2014
14	BUG ATTACK	USA	86459570	20 Nov 2014
15	FILL AND TIE UP TO 100 WATER BALLOONS IN 60 SECONDS!	USA	86495928	06 Jan 2015
16	HAMSTERS IN A HOUSE	USA	86501629	13 Jan 2015
17	ZURU	USA	86750750	09 Sep 2015
18	FUNVILLE PERFECT PRINCESS	USA	86811942	06 Nov 2015

19	ZURU MOUTH FULL	USA	87279153	23 Dec 2016
20	METAL MACHINES	USA	87347992	24 Feb 2017
21	BUNCHO	USA	87352108	28 Feb 2017
22	MAYKA	USA	87409585	13 Apr 2017
23	ZURU	USA	87532689	18 Jul 2017
24	ZURU METAL MACHINES 	USA	87706361	04 Dec 2017
25	PETS ALIVE	USA	87712767	07 Dec 2017
26	RAINBOCORN	USA	87741231	03 Jan 2018
27	BOO-BOOCORN	USA	87741233	03 Jan 2018
28	SO SOFT	USA	87781109	02 Feb 2018
29	NOOD	USA	87846339	22 Mar 2018
30	ITTY BITTY PRETTYS	USA	87889876	24 Apr 2018
31	SMASHERS	USA	87911002	08 May 2018
32	UP YOUR GAME	USA	88045581	20 Jul 2018
33	ME	USA	88052911	25 Jul 2018
34	COCO CONES	USA	88052927	25 Jul 2018
35	ZURU OOSH	USA	88062011	01 Aug 2018
36	GLISTEN GIRLZ	USA	88087353	21 Aug 2018
37	CHAOS	USA	88094813	28 Aug 2018
38	MINI BRANDS	USA	88130108	25 Sep 2018
39	COCO SCOOPS	USA	88168547	25 Oct 2018

40	GUM YUM	USA	88168556	25 Oct 2018
41	COTTON CANDY	USA	88207957	27 Nov 2018
42	ME FOR YOU	USA	88270277	22 Jan 2019
43	SPARKLE GIRLZ	USA	88281910	30 Jan 2019
44	RAINBOCORN	USA	88307965	20 Feb 2019
45	VITAMIN BY HABIT	USA	88315472	25 Feb 2019
46	HEALTH BY HABIT	USA	88315475	25 Feb 2019
47	MONDAY HAIRCARE	USA	88315702	26 Feb 2019
48	GLIMMER & STYLE	USA	88315710	26 Feb 2019
49	ONE 	USA	88337219	12 Mar 2019
50	H 	USA	88459739	05 Jun 2019
51	FLOSSING SLOTH	USA	88459744	05 Jun 2019
52	ZURU TINY TOWN	USA	88552616	31 Jul 2019
53	EARTH INITIATIVE	USA	88552628	31 Jul 2019
54	ONE LAUNDRY	USA	88552648	31 Jul 2019
55	GUM YUM	USA	88975235	25 Oct 2018