

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM675974

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900641826		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Yoee Baby LLC		02/26/2021	Limited Liability Company: COLORADO
RECEIVING PARTY DATA			
Name:	Spin Master, Inc.		
Street Address:	300 International Drive, Suite 100		
Internal Address:	PMB #10053		
City:	Williamsville		
State/Country:	NEW YORK		
Postal Code:	14221		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	90312609	THE PLAY TOGETHER TOY!	
Registration Number:	5027846	YOEE	
Registration Number:	5187797	BABY'S FIRST TOY	
Registration Number:	5187798	BORN TO PLAY	
Registration Number:	5555023	BONDING & PLAY FROM DAY ONE	
CORRESPONDENCE DATA			
Fax Number:	3033282219		
<i>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.</i>			
Phone:	3038800884		
Email:	Terry.Wyles@startupiplaw.com		
Correspondent Name:	Terrence M. Wyles, Esq.		
Address Line 1:	Startup IP Law, LLC		
Address Line 2:	2404 S. Oakland Cir.		
Address Line 4:	Aurora, COLORADO 80014		
ATTORNEY DOCKET NUMBER:	YB-0.MISC-001		
NAME OF SUBMITTER:	Terrence M. Wyles, Esq.		

SIGNATURE:	/Terrence M. Wyles/
DATE SIGNED:	09/22/2021
Total Attachments: 5 source=Yoe_Baby-to-Spin_Master_Executed_Trademark_Assignment_Agmt#page1.tif source=Yoe_Baby-to-Spin_Master_Executed_Trademark_Assignment_Agmt#page2.tif source=Yoe_Baby-to-Spin_Master_Executed_Trademark_Assignment_Agmt#page3.tif source=Yoe_Baby-to-Spin_Master_Executed_Trademark_Assignment_Agmt#page4.tif source=Yoe_Baby-to-Spin_Master_Executed_Trademark_Assignment_Agmt#page5.tif	



TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT effective this 9th day of February, 2021.

BETWEEN:

Yoe Baby LLC, a limited liability company organized under the laws of Colorado, with a principal office or place of business at 637 S. Broadway, Suite B111, Boulder, CO 80305

(the “**Assignor**”)

- and-

Spin Master, Inc., a corporation incorporated under the laws of Delaware, with a principal office or place of business at 300 International Drive, Suite 100, PMB #10053, Williamsville NY 14221 USA

(the “**Assignee**”)

WHEREAS, Assignor is the owner of the trademark applications and registrations listed in the attached Schedule “A” and of the trademarks shown in the said applications and registrations, together with the goodwill associated therewith and also including all legal, equitable and common law rights in and to the trademarks (the “**Trademarks**”);

AND WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to the Trademarks, together with the goodwill associated therewith;

AND WHEREAS, Assignor and Assignee have entered into that certain License Agreement between the parties by which Assignor has transferred to Assignee the business associated with the Trademarks;

NOW THEREFORE, pursuant to the License Agreement between the parties, which sets forth good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to the Assignee all the Assignor’s rights, title and interests in and to the Trademarks in all the countries and/or jurisdictions set out in Schedule “A”, together with the goodwill associated therewith.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

IN WITNESS WHEREOF, the parties hereto have executed this Assignment as of the date first above written.

Yoe Baby LLC


By: Jillian Lakritz

Name: Jillian Lakritz

Title: CEO

I have the authority to bind the company.

Spin Master, Inc.

By: 

Name: Chris Harris

Title: Secretary

I have the authority to bind the company.