

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TMI86959

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SPIN MASTER, INC.		03/08/2024	Corporation: DELAWARE
RECEIVING PARTY DATA			
Company Name:	YOEE BABY LLC		
Street Address:	3180 Redstone Rd.		
City:	Boulder		
State/Country:	COLORADO		
Postal Code:	80305		
Entity Type:	Limited Liability Company: COLORADO		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	5187797	BABY'S FIRST TOY	
Registration Number:	5555023	BONDING & PLAY FROM DAY ONE	
Registration Number:	5187798	BORN TO PLAY	
Registration Number:	6534877	THE PLAY TOGETHER TOY!	
Registration Number:	5027846	YOEE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	416-364-6002		
Email:	trademarks@spinmaster.com,michellelac@spinmaster.com		
Correspondent Name:	Ms. Michelle Lacroix		
Address Line 1:	SPIN MASTER, INC.		
Address Line 2:	300 International Drive, Suite 100, PMB #10053		
Address Line 4:	Williamsville, NEW YORK 14221		
NAME OF SUBMITTER:	Katy Davis		
SIGNATURE:	Katy Davis		
DATE SIGNED:	03/12/2024		
Total Attachments: 4			

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TRADEMARK DEED OF ASSIGNMENT

This is a Trademark Deed of Assignment by and between **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 (“**Assignor**”) and **YOEE BABY LLC**, a limited liability company organized under the laws of Colorado, with a principal office or place of business at 3180 Redstone Rd., Boulder CO 80305 USA (“**Assignee**”);

WHEREAS Assignor is the owner of any and all rights, title, and interest in and to the trademarks, service marks and/or trade dress set forth in the attached Schedule “A”, the applications and registrations therefor, together with the goodwill of the business connected with the use of or symbolized by the trademarks, service marks and/or trade dress set forth in the attached Schedule “A” (the “**Trademarks**”), and the right to all claims against third parties for damage and compensation relating to or arising from the past, current, or future use and registration of the Trademarks with the right to sue for and collect the same;

WHEREAS, Assignee desires to have Assignor assign to Assignee all right, title and interest in and relating to the Trademarks;

NOW THEREFORE for good and valuable consideration paid to Assignor, the receipt and sufficiency of which are hereby acknowledged by Assignor:

1. Assignor does hereby transfer, convey and assign unto Assignee, and Assignee hereby accepts, any and all of Assignor’s rights, title and interest in and to the Trademarks, the goodwill associated therewith, all common law rights, all trademark registrations therefor, and the right to all claims against third parties for damage and compensation relating to or arising from the past, current, or future use and registration of the Trademarks with the right to sue for and collect the same.
2. Assignor hereby agrees to take all action necessary or reasonable to fully accomplish all such assignments and transfers, including, but not limited to, executing, at any time, any agreements, forms, letters, applications, affidavits or other documents, providing any statements, materials, information, or items, and providing any other assistance, acts, omission and cooperation as requested by Assignee for the protection or perfection of any right, title, or interest acquired herein by Assignee.
3. This Agreement may be executed in one or more counterparts, each of which when so executed shall be deemed to be an original, and such counterparts together shall constitute one and the same instrument.

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IN WITNESS WHEREOF, each party hereto has executed this Assignment as of the date indicated hereunder.

ASSIGNOR:

SPIN MASTER, INC.

DocuSigned by:

By: Susanne Teixeira
06788FDD3204478
Name: Susanne Teixeira
Title: VP, Legal Affairs & Intellectual Property
Date: March 8, 2024

Accepted by ASSIGNEE:

YOEE BABY LLC

DocuSigned by:

By: Jillian Lakritz
4151C0C044AE435
Name: Jillian Lakritz
Title: Ms. Jillian Lakritz
Date: March 11, 2024

[Signature Page - Assignment of Trademarks]

SCHEDULE A

TRADEMARKS

YOEE

US Reg No. 5,027,846; class 28

WIPO Reg No. 1476005; class 28; Designations under Madrid Protocol: AU-CN-EM-JP-NZ

BABY'S FIRST TOY

US Reg No. 5,187,797; class 28

BORN TO PLAY

US Reg No. 5,187,798; class 28

BONDING & PLAY FROM DAY ONE

US Reg No. 5,555,023; class 28

THE PLAY TOGETHER TOY!

US Reg. No. 6,534,877; class 28

THE YOEE BABY LOGOS

The logos shown on the following page.



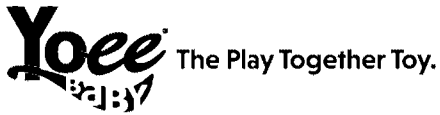
- PMS 157 c0 m42 y74 k0
- PMS 261 c62 m100 y9 k44

PRIMARY FONT ST

Niveau Grotesk Light
 Niveau Grotesk Regular
Niveau Grotesk Bold

SECONDARY FONT ST

Helvetica Medium AaBbCc
 Helvetica Light AaBbCc



The Play Together Toy.



TRADEMARK