

TR



102025263

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Shoot the Moon Products, Inc.

3.8.02

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation - State
- Other _____

Add'l name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):

Name: Shoot the Moon Products II, LLC

Internal Address: Suite 106

Street Address: 3825 Hopyard Road

City: Pleasanton State: CA ZIP: 94558

Individual(s) citizenship

Limited Partnership

Corporation - State

Other: Limited Liabil



03-08-2002

U.S. Patent & TMO/TM Mail Rcpt Dt. #01

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other _____

Execution Date: February 28, 2002

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from Assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2,010,652

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: William E. Alford

Internal Address:

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN

Street Address: 12400 Wilshire Boulevard

Seventh Floor

City: Los Angeles State: CA ZIP: 90025

6. Total number of applications and registrations involved: - 1

7. Total fee (37 CFR 3.41).....\$ 40.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

02-2666

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

William E. Alford

Name of Person Signing

Signature

March 5, 2002

Date

Total number of pages including cover sheet, attachments, and document: 2

03/20/2002 GTOM11 00000138 2010652

01 FC:481

40.00 OP

ASSIGNMENT

WHEREAS, Shoot the Moon Products, Inc., a subchapter S corporation organized and existing under the laws of the State of California, having a principal place of business at 3825 Hopyard Road, Suite 106, Pleasanton, CA 94588 (hereinafter "Assignor"), is the owner of the trademark BUNNY BUNNY BUNNIES for plush toy animals and the registration therefor, namely U.S. Registration Number 2,010,652 having a registration date of October 22, 1996;

AND, WHEREAS, Shoot The Moon Products II, LLC, a limited liability company organized under the laws of the State of California, having a principal place of business at 3825 Hopyard Road, Suite 106, Pleasanton, CA 94558 (hereinafter "Assignee") is desirous of acquiring from said Assignor the entire right, title and interest in and to the trademark BUNNY BUNNY BUNNIES together with the goodwill of the business pertaining thereto, and the Assignor is willing to assign the BUNNY BUNNY BUNNIES trademark and associated goodwill and the noted registration to Assignee.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and adequacy of which Assignor hereby acknowledges, Assignor does hereby sell, assign and transfer unto the Assignee, its entire right, title and interest in and to the aforesaid trademark, together with the goodwill of the business pertaining thereto and the registration therefor.

IN WITNESS WHEREOF, Assignor has executed this assignment on the date indicated below next to the signature of an officer thereof.

Shoot the Moon Products, Inc.

Date: 2/28/02

By: _____

Name: Paul Rago

Title: Chief Financial Officer

Attorney Ref. No.: 078781.T035
Registration No.: 2,010,652

RWB/WEA/sm

TRADEMARK
REEL: 002465 FRAME: 0605

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re:
Shoot the Moon Products, Inc.
Registration No.: 2,010,652
Registration Date: 10/22/1996
Serial No.: 74/552,289
Mark: BUNNY BUNNY BUNNIES

Trademark Law Office 107

REVOCATION
AND
POWER OF ATTORNEY

ASSISTANT COMMISSIONER FOR TRADEMARKS
2900 Crystal Drive
Arlington, VA 22202-3513

Dear Madam:

Shoot the Moon Products II, LLC., the new owner of the above-identified Trademark Registration, hereby revokes all previous powers of attorney given, and

hereby appoints BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP, a firm composed of William E. Alford; Dax F. Alvarez; Farzad E. Amini; W. Thomas Babbitt; Carol F. Barry; Jordan M. Becker; Michael A. Bernadicou; Roger W. Blakely, Jr.; Lori N. Boatright; Daniel J. Burns; Gregory D. Caldwell; Thomas M. Coester; Robert P. Cogan; Donna Jo Coningsby; Stephen M. DeKlerk; Michael A. DeSanctis; Daniel M. De Vos; Sanjeet Dutta; Matthew C. Fagan; Tarek N. Fahmi; George L. Fountain; James Y. Go; Mark Goldstein; James A. Henry; Michael W. Hicks; Willmore F. Holbrow III; Sheryl Sue Holloway; George W Hoover II; Libby N. Hope; Eric S. Hyman; William W. Kidd; Sang Hui Kim; Eric T. King; Carl Kustin; Steven Laut; Samuel S. Lee; Gordon R. Lindeen; Robert G. Litts; Julio Loza; Joseph Lutz; Michael J. Mallie; Andre L. Marais; Dennis G. Martin; Raul D. Martinez; Paul A. Mendonsa; Thien T. Nguyen; Think V. Nguyen; Robert B. O'Rourke; Daniel E. Ovanezian; James H. Salter; William W. Schaal; James C. Scheller, Jr.; Maria E. Sobrino; Stanley W. Sokoloff; Judith A. Szepesi; Ronald S. Tamura, Edwin H. Taylor; David Tran; Thomas A. Van Zandt; Lester J. Vincent; Glenn E. Von Tersch; John P. Ward; Mark L. Watson; Jeffrey S. Wax; Thomas C. Webster; and Norman Zafman of the City of Los Angeles, State of California, all Attorneys at Law admitted to practice in all the Courts of the State of California; R. Alan Burnett admitted to

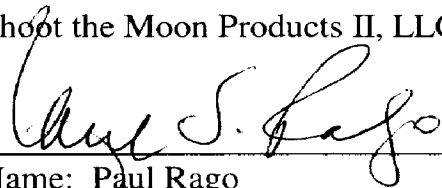
practice in all the Courts of the States of Oregon and Washington; Dennis M. de Guzman admitted to practice in all the Courts of the State of Washington; Justin M. Dillon admitted to practice in all the Courts of the State of Texas; Walter T. Kim admitted to practice in all the Courts of the State of New Jersey and New York; Jan Carol Little admitted to practice in all the Courts of the District of Columbia; Clive D. Menezes admitted to practice in all the Courts of the State of Texas; Anthony V. Mercaldi admitted to practice in all the Courts of the State of New York; Richard A. Nakashima admitted to practice in all the Courts of the State of Texas; Kenneth B. Paley admitted to practice in all the Courts of the State of Washington; Gregg A. Peacock admitted to practice in all the Courts of the State of Minnesota; Michael A. Proksch admitted to practice in all the Courts of the States of Illinois, Oregon and Washington; William F. Ryann admitted to practice in all the Courts of the State of Texas; Jeffrey S. Schubert admitted to practice in all the Courts of the State of Texas; George P. Simion admitted to practice in all the Courts of the State of Texas; Jeffrey S. Smith admitted to practice in all the Courts of the State of Virginia; Lori M. Stockton admitted to practice in all the Courts of the States of New Jersey and New York; Jonathan Thomas admitted to practice in all the Courts of the State of Illinois; John F. Travis admitted to practice in all the Courts of the State of Texas; Joseph A. Twarowski admitted to practice in all the Courts of the State of Illinois; Kerry D. Tweet admitted to practice in all the Courts of the State of Utah; Mark C. Van Ness admitted to practice in all the Courts of the State of Colorado; and Rodney V. Warfford admitted to practice in all the Courts of the State of Texas, with full power of substitution and revocation, to transact all further business in the Patent and Trademark Office connected therewith and to receive any further certificate of registration.

Please direct all communications concerning this Trademark to:

William E. Alford
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
12400 Wilshire Boulevard, Seventh Floor
Los Angeles, CA 90025
(714) 557-3800

Shoot the Moon Products II, LLC.

Date: 2/28/02

By: 
Name: Paul Rago
Title: Managing Member