TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
E.K. Success Ltd.		12/10/2004	CORPORATION:

RECEIVING PARTY DATA

Name:	Build-A-Bear Workshop, Inc.
Street Address:	1954 Innerbelt Business Center Drive
City:	St. Louis
State/Country:	MISSOURI
Postal Code:	63114
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	76333920	BUILD-A-PAGE

CORRESPONDENCE DATA

Fax Number: (314)345-6060
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 314-345-6000
Email: pto-sl@blackwellsanders.com
Correspondent Name: Anthony Martin
Address Line 1: 720 Olive Street
Address Line 2: 24th Floor
Address Line 4: St. Louis, MISSOURI 63101

NAME OF SUBMITTER:	Anthony Martin
Signature:	/Anthony Martin/
Date:	03/18/2005

Total Attachments: 1

OP $40.00 76333920

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EXHIBIT A

ASSIGNMENT

WHEREAS, E.K. Success Ltd. ("Assignor"), a corporation duly organized under the laws of the State of New York, having its principal place of business at 261 River Road, Clifton, New Jersey 07014 ("Assignor"), is the owner of U.S. Trademark Application No. 76-333,920, for the mark BUILD-A-PAGE, as well as the goodwill of the business associated therewith:

WHEREAS, BUILD-A-BEAR WORKSHOP, INC. ("Assignee"), a corporation duly organized under the laws of the State of Delaware, having its principal place of business at 1954 Innerbelt Business Center Drive, St. Louis, MO 63114, desires to acquire all right, title and interest in and to the aforesaid trademark, together with the goodwill of the business associated therewith;

NOW, THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers unto Assignee all of its right, title and interest in and to said trademark, together with the goodwill of the business, and the application and any registration thereof, and the right to sue for past infringement thereof.

This Agreement shall inure to the benefit of, and be binding upon, the parties, their heirs, successors and assigns.

Executed effective as of the 10th day of December, 2004.

EK SUCCESS, LTD.	BUILD-A-BEAR WORKSHOP, INC.
By:	By: Maxine Clark
Name: Chris Steiner	Name: Maxine Clark
Title: CEO	Title: Chief Executive Bear
Date: 12/15/04	Date: 1-17-05

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