

FORM PTO-1618A  
Expires 06/30/99  
OMB 0651-0027

U.S. Department of Commerce  
Patent and Trademark Office  
**TRADEMARK**

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

#### Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID #
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
Reel #  Frame #

#### Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year
- Merger
- Change of Name
- Other

#### Conveying Party

Mark if additional names of conveying parties attached

Name  Execution Date  
Month Day Year

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

#### Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)     
City State/Country Zip Code

- Individual  General Partnership  Limited Partnership  If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

#### FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20503

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REEL: 003255 FRAME: 0036

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Expires 06/30/99  
OMB 0651-0027

Page 2

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="1350569"/>	<input type="text" value="1928448"/>	<input type="text" value="1928449"/>
<input type="text" value="2120165"/>	<input type="text" value="2120166"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes



No



**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. Charges to deposit account are authorized, as indicated herein.

Stewart L. Gitler

1-31-2006

Name of Person Signing

Signature

Date Signed

TRADEMARK

REEL: 003255 FRAME: 0037

DATED 28 October 2005

**EXPRESS NEWSPAPERS (1)**

- and -

**ENTERTAINMENT RIGHTS  
DISTRIBUTION LIMITED(2)**

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**ASSIGNMENT OF TRADE MARKS**

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**FINERS STEPHENS INNOCENT LLP**  
179 Great Portland Street  
London W1W 5LS  
Tel: 020 7323 4000  
DX: 42739 (Oxford Circus North)  
Fax: 020 7580 7069

Ref: A225/  
P31-2208013-1  
Date: 27 October 2005

**TRADEMARK**

**REEL: 003255 FRAME: 0038**

**ASSIGNMENT OF TRADE MARKS**

This Assignment is made this                      day of                      2005

**BETWEEN :**

- (1) **EXPRESS NEWSPAPERS** (company number: 00141748) of The Northern & Shell Building, 10 Lower Thames Street, London EC3R 6EN. ("the Assignor");
- (2) **ENTERTAINMENT RIGHTS DISTRIBUTION LIMITED** (company number 02626682) of Colet Court, 100, Hammersmith Road, London W6 7JP ("the Assignee")

**WHEREAS**

- (A) The Assignor is the proprietor and beneficial owner of the UK registered Trade Marks set out in the Schedule to this Agreement ("the Trade Marks")
- (B) The Assignor now wishes to assign 66.7% of its interest ("the Interest") in the Trade Marks to the Assignee on the terms of this Agreement.

**NOW IT IS HEREBY AGREED AS FOLLOWS:**

1. In consideration of the sum of £1.00 (one pound) now paid by the Assignee to the Assignor (receipt of which the Assignor hereby acknowledges) the Assignor **HEREBY IRREVOCABLY AND UNCONDITIONALLY ASSIGNS** and transfers with full title guarantee all right, title and interest in the Interest in each of the Trade Marks, including the Interest in all statutory and common law rights attaching thereto to the Assignee.
2. The Assignor shall at the cost of the Assignee do and execute or procure that there should be done and executed all such documents, deeds, matters, acts and things as the Assignee may at any time reasonably require properly in order to vest the Interest in the Trade Marks in the Assignee and record the Assignee as part owner of the Trade Marks in the relevant official registries of trade mark owners.
3. This Deed shall be governed by and construed in accordance with English law and the parties hereto irrevocably submit to the exclusive jurisdiction of the English Courts.
4. **IN WITNESS** whereof the parties have executed this Deed the day and year first before written.

FSI-2208013-1

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**TRADEMARK****REEL: 003255 FRAME: 0039**

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## SCHEDULE 5

## TRADE MARKS

Trade Mark	Applicant/ Registered Owner	Renewal Date	Goods and Services	Country
RUPERT TMA445088	Express	13/07/2010	Video tapes; calendars; books of all kinds; stuffed toys, namely plush; dolls; diaries; sheets; pillow cases, quilts, comforters, pillows, curtains.	Canada
RUPERT & Design TMA470785	Express	10/02/2012	Dolls; sheets, pillow cases, quilts, comforters, pillows and curtains.	Canada
RUPERT & Design 74-081230	Express	16/10/2005	Fiction and non-fiction books on a variety of topics.	United States
RUPERT 74-081512	Express	16/10/2005	Fiction and non-fiction books on a variety of topics.	United States
RUPERT 74-552240	Express	08/12/2007	Audio and video cassette tapes featuring entertainment subject matter; sunglasses and eyeglasses; target games, kites, toy action figures board games, equipment sold as a unit for playing a card game, disk type toss toys, archery bows and arrows, playground balls, rubber action balls, sports balls, dolls, doll accessories, plush toys, toy vehicles, toy cars, toy trucks, toy bucket and shovel sets, roller-skates, toy rockets, music box toys, musical dolls, musical stuffed toy animals, jigsaw puzzles, badminton sets comprising racquets, racquet strings, floor plates, shuttlecocks and uprights, bubble-making wands and solution sets, toy figurines, toy banks, puppets, toy balloons, yo-yos, video game programs, computer game programs, ride-on-toys, bicycles and tricycles.	United States
RUPERT & Design 74-5522550	Express	08/12/2007	Audio and video cassette tapes featuring entertainment subject matter; sunglasses and eyeglasses; target games, kites, toy action figures board games, equipment sold as a unit for playing a card game, disk type toss toys, archery bows and arrows, playground balls, rubber action balls, sports balls, dolls, doll accessories, plush toys, toy vehicles, toy cars, toy trucks, toy bucket and shovel sets, roller-skates, toy rockets, music box toys, musical dolls, musical stuffed toy animals, jigsaw puzzles, badminton sets comprising racquets, racquet strings, floor plates,	United States

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TRADEMARK

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Trade Mark	Applicant/ Registered Owner	Renewal Date	Goods and Services	Country
			shuttlecocks and uprights, bubble-making wands and solution sets, toy figurines, toy banks, puppets, toy balloons, yo-yos, video game programs, computer game programs, ride-on-toys, bicycles and tricycles.	
RUPERT THE BEAR 74-283672	Express	22/07/2005	Children's publications in the nature of annuals and sketch pads.	United States
RUPERT THE BEAR 74-273125	Express	15/10/2008	Class 03: Perfumes, non-medicated toilet preparations, cosmetic preparations, dentifrices, depilatory preparations, toilet articles (not included in other classes), shampoos, soaps and essential oils.	Australia
RUPERT THE BEAR 1014764	Express	23/07/2008	Class 26: Lace, buttons.	United Kingdom
RUPERT 1445420 (Series of 2 marks)	Express	02/11/2007	Class 3: soaps, perfumery, essential oils. Class 24: bed covers, textile articles. Class 30: coffee, tea, sugar. Class 16: paper, stationery, instructional material. Class 28: games, playthings, ornaments. Class 25: clothing, boots, shoes.	United Kingdom
RUPERT Device 1445416	& Express	02/11/2007	Class 3: soaps, perfumery, essential oils. Class 24: bed covers, textile articles. Class 30: coffee, tea, sugar. Class 16: paper, stationery, instructional material. Class 28: games, playthings, ornaments. Class 25: clothing, boots, shoes.	United Kingdom

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TRADEMARK

REEL: 003255 FRAME: 0041

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Trade Mark	Applicant/ Registered Owner	Renewal Date	Goods and Services	Country
NUTWOOD 1446289	Express	02/11/2007	Class 03: Cosmetics; perfumes, non-medicated toilet preparations; soaps, shampoos, preparations for the hair and for care of the skin; preparations for cleaning the teeth, bath preparations; cotton sticks; cotton wool; tissues and pads, all impregnated with cleaning or non-medicated preparations, all for use on the person; non-medicated preparations and substances, all for use in sun tanning.	United Kingdom
			Class 16: Paper, paper articles; cardboard, cardboard articles, labels; printed matter, books, magazines, printed publications, pictures, posters, postcards, greeting cards, photographs; stationery; binders and files; ordinary playing cards; decalcomanias, writing implements, rubber erasers, note pads, drawing rulers, calendars; artists' materials; all included in class 16.	
RUPERT Design 4149068	& Express	22/05/2008	Class 8: Spoons, forks.	Japan
RUPERT Design 4161006	& Express	26/06/2008	Class 9: Spectacles.	Japan
RUPERT Design 4142679	& Express	01/06/2008	Class 14: Clocks/watches.	Japan
RUPERT Design 4258438	& Express	02/04/2008	Class 16: Papers, stationery, binders, magnets.	Japan
RUPERT Design 4314588	& Express	10/09/2009	Class 18: Bags/pouches and the like.	Japan
RUPERT Design 4194788	& Express	02/10/2008	Class 20: Picture frame.	Japan
RUPERT Design 4223396	& Express	18/12/2008	Class 21: Unworked or semi-worked glass (except building glass), table ware (not precious metal), trays (not precious metal) for domestic purposes, toilet utensils (cosmetic utensils), outdoor cooking sets, portable cold boxes, drinking flasks, insulating flask/vacuum bottles, packaging containers of glass (excluding "stoppers/ plugs/lids/covers of glass"), packaging containers of ceramic.	Japan

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TRADEMARK

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<i>Trade Mark</i>	<i>Applicant/ Registered Owner</i>	<i>Renewal Date</i>	<i>Goods and Services</i>	<i>Country</i>
RUPERT Design 4373776	& Express	07/04/2010	Class 24: Woven fabrics, fabric apparel accessories.	Japan
RUPERT Design 4142880	& Express	01/05/2008	Class 26: Sewing boxes	Japan
RUPERT Design 4194780	& Express	02/10/2008	Class 28: Toys and dolls.	Japan

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TRADEMARK  
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Executed and DELIVERED as a DEED  
by two authorised  
signatories for and on behalf of  
**EXPRESS NEWSPAPERS**

  
.....  
Director.  
  
.....  
Director/Secretary.

Executed and DELIVERED as a DEED.  
by two authorised  
signatories for and on behalf of  
**ENTERTAINMENT RIGHTS DISTRIBUTION LIMITED.**

.....  
Director.  
  
.....  
Director/Secretary

FSI-2208013-1

**DATED** 28 October **2005**

**EXPRESS NEWSPAPERS (1)**

- and -

**ENTERTAINMENT RIGHTS  
DISTRIBUTION LIMITED(2)**

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**ASSIGNMENT OF TRADE MARKS**

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**FINERS STEPHENS INNOCENT LLP**  
179 Great Portland Street  
London W1W 5LS  
Tel: 020 7323 4000  
DX: 42739 (Oxford Circus North)  
Fax: 020 7580 7069

Ref: A225/  
FD: 2208013-1  
Date: 27 October 2005

**TRADEMARK**

**REEL: 003255 FRAME: 0045**

RECEIVED TIME JAN. 30. 10:49AM

**ASSIGNMENT OF TRADE MARKS**

This Assignment is made this                      day of                      2005

**BETWEEN :**

- (1) **EXPRESS NEWSPAPERS** (company number 00141748) of The Northern & Shell Building, 10 Lower Thames Street, London EC3R 6EN ("the Assignor");
- (2) **ENTERTAINMENT RIGHTS DISTRIBUTION LIMITED** (company number 02626682) of Colet Court, 100 Hammersmith Road, London W6 7JP ("the Assignee")

**WHEREAS**

- (A) The Assignor is the proprietor and beneficial owner of the UK registered Trade Marks set out in the Schedule to this Agreement ("the Trade Marks")
- (B) The Assignor now wishes to assign 66.7% of its interest ("the Interest") in the Trade Marks to the Assignee on the terms of this Agreement.

**NOW IT IS HEREBY AGREED AS FOLLOWS:**

1. In consideration of the sum of £1.00 (one pound) now paid by the Assignee to the Assignor (receipt of which the Assignor hereby acknowledges) the Assignor HEREBY IRREVOCABLY AND UNCONDITIONALLY ASSIGNS and transfers with full title guarantee all right, title and interest in the Interest in each of the Trade Marks, including the interest in all statutory and common law rights attaching thereto to the Assignee.
2. The Assignor shall at the cost of the Assignee do and execute or procure that there should be done and executed all such documents, deeds, matters acts and things as the Assignee may at any time reasonably require properly in order to vest the Interest in the Trade Marks in the Assignee and record the Assignee as part owner of the Trade Marks in the relevant official registries of trade mark owners.
3. This Deed shall be governed by and construed in accordance with English law and the parties hereto irrevocably submit to the exclusive jurisdiction of the English Courts.
4. IN WITNESS whereof the parties have executed this Deed the day and year first before written.

## SCHEDULE 6

## TRADE MARKS

Trade Mark	Applicant/ Registered Owner	Renewal Date	Summary of Goods and Services	Country
RUPERT TMA445089	Express	13/07/2010	Video tapes; calendars; books of all kinds; stuffed toys, namely plush; dolls; diaries; sheets, pillow cases, quilts, comforters, pillows, curtains.	Canada
RUPERT & Design TMA470765	Express	10/02/2012	Dolls; sheets, pillow cases, quilts, comforters, pillows and curtains.	Canada
RUPERT & Design 74-091230	Express	16/10/2005	Fiction and non-fiction books on a variety of topics.	United States
RUPERT 74-091512	Express	16/10/2005	Fiction and non-fiction books on a variety of topics.	United States
RUPERT 74-552240	Express	08/12/2007	Audio and video cassette tapes featuring entertainment subject matter; sunglasses and eyeglasses; target games, kites, toy action figures board games, equipment sold as a unit for playing a card game, disk type toss toys, archery bows and arrows, playground balls, rubber action balls, sports balls, dolls, doll accessories, plush toys, toy vehicles, toy cars, toy trucks, toy bucket and shovel sets, roller-skates, toy rockets, music box toys, musical dolls, musical stuffed toy animals, jigsaw puzzles, badminton sets comprising racquets, racquet strings, floor plates, shuttlecocks and uprights, bubble-making wands and solution sets, toy figurines, toy banks, puppets, toy balloons, yo-yos, video game programs, computer game programs, ride-on-toys, bicycles and tricycles.	United States
RUPERT & Design 74-5522550	Express	08/12/2007	Audio and video cassette tapes featuring entertainment subject matter; sunglasses and eyeglasses; target games, kites, toy action figures board games, equipment sold as a unit for playing a card game, disk type toss toys, archery bows and arrows, playground balls, rubber action balls, sports balls, dolls, doll accessories, plush toys, toy vehicles, toy cars, toy trucks, toy bucket and shovel sets, roller-skates, toy rockets, music box toys, musical dolls, musical stuffed toy animals, jigsaw	United States

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TRADEMARK

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Trade Mark	Applicant/ Registered Owner	Renewal Date	Summary of Goods and Services	Country
			puzzles, badminton sets comprising racquets, racquet strings, floor plates, shuttlecocks and uprights, bubble-making wands and solution sets, toy figurines, toy banks, puppets, toy balloons, yo-yos, video game programs, computer game programs, ride-on-toys, bicycles and tricycles.	
RUPERT THE BEAR 74-283672	Express	22/07/2006	Children's publications in the nature of annuals and sketch pads.	United States
RUPERT THE BEAR 74-273126	Express	15/10/2008	Class 03: Perfumes, non-medicated toilet preparations, cosmetic preparations, dentifrices, depilatory preparations, toilet articles (not included in other classes), shampoos, soaps and essential oils.	Australia
RUPERT THE BEAR 1014764	Express	23/07/2008	Class 26: Lace, buttons.	United Kingdom
RUPERT 1446420 (Series of 2 marks)	Express	02/11/2007	Class 3: soaps, perfumery, essential oils. Class 24: bed covers, textile articles. Class 30: coffee, tea, sugar. Class 16: paper, stationery, instructional material. Class 28: games, playthings, ornaments. Class 25: clothing, boots, shoes.	United Kingdom
RUPERT & Device 1446416	Express	02/11/2007	Class 3: soaps, perfumery, essential oils. Class 24: bed covers, textile articles. Class 30: coffee, tea, sugar. Class 16: paper, stationery, instructional material. Class 28: games, playthings, ornaments. Class 25: clothing, boots, shoes.	United Kingdom

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TRADEMARK

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Trade Mark	Applicant/ Registered Owner	Renewal Date	Summary of Goods and Services	Country
NUTWOOD 1446289	Express	02/11/2007	Class 03: Cosmetics; perfumes, non-medicated toilet preparations; soaps, shampoos, preparations for the hair and for care of the skin; preparations for cleaning the teeth, bath preparations; cotton sticks; cotton wool; tissues and pads, all impregnated with cleaning or non-medicated preparations, all for use on the person; non-medicated preparations and substances, all for use in sun tanning.	United Kingdom

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TRADEMARK

Trade Mark	Applicant/ Registered Owner	Renewal Date	Summary of Goods and Services	Country
			Class 16: Paper, paper articles; cardboard, cardboard articles, labels; printed matter, books, magazines, printed publications, pictures, posters, postcards, greeting cards, photographs; stationery, binders and files; ordinary playing cards; decalcomanias, writing implements, rubber erasers, note pads, drawing rulers, calendars; artists' materials; all included in class 16.	
RUPERT Design 4149088	& Express	22/05/2008	Class 8: Spoons, forks.	Japan
RUPERT Design 4161006	& Express	26/06/2008	Class 9: Spectacles.	Japan
RUPERT Design 4142679	& Express	01/05/2008	Class 14: Clocks/watches.	Japan
RUPERT Design 4258438	& Express	02/04/2009	Class 16: Papers, stationery, binders, magnets.	Japan
RUPERT Design 4314588	& Express	10/09/2009	Class 18: Bags/pouches and the like.	Japan
RUPERT Design 4194788	& Express	02/10/2008	Class 20: Picture frame.	Japan
RUPERT Design 4223396	& Express	18/12/2008	Class 21: Unworked or semi-worked glass (except building glass), table ware (not precious metal), trays (not precious metal) for domestic purposes, toilet utensils (cosmetic utensils), outdoor cooking sets, portable cold boxes, drinking flasks, insulating flask/vacuum bottles, packaging containers of glass (excluding "stoppers/ plugs/lids/covers of glass"), packaging containers of ceramic.	Japan
RUPERT Design 4373776	& Express	07/04/2010	Class 24: Woven fabrics, fabric apparel accessories.	Japan
RUPERT Design 4142680	& Express	01/05/2008	Class 26: Sewing boxes	Japan
RUPERT Design 4194789	& Express	02/10/2008	Class 28: Toys and dolls.	Japan

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TRADEMARK

RECEIVED TIME JAN. 30. 10:49AM

PRINT TIME 003255 FRAME: 0050

Executed and DELIVERED as a DEED  
by two authorised  
signatories for and on behalf of  
**EXPRESS NEWSPAPERS**

.....  
Director

.....  
Director/Secretary

Executed and DELIVERED as a DEED  
by two authorised  
signatories for and on behalf of  
**ENTERTAINMENT RIGHTS DISTRIBUTION LIMITED**

  
.....  
Director

  
.....  
Director/Secretary