

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, International Playthings, Inc. ("Assignor"), assigns to EARLY LEARNING CENTRE ("Assignee"), all rights, title and interest in the following trademark and trademark registration, U.S. Reg. No. 2,885,250 for the trademark SOFT STUFF registered on September 14, 2004, including all the goodwill associated therewith, the right to collect damages for past infringement and the business of Assignor or portions thereof to which the registration pertains.

Dated: 20 April, 2006

INTERNATIONAL PLAYTHINGS, INC.

By: Cyndee Dalton
Name: Cyndee Dalton
Title: Product Manager

Dated: 21 APRIL 2006

By: [Signature]
Name: CHAS SAUNTER
Title: MANAGING DIRECTOR

For and on behalf of
啟之樂天地(香港)有限公司
EARLY LEARNING CENTRE (HONG KONG) LIMITED

[Signature]
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Authorized Signature(s)