

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Funosophy, Inc.		05/15/2008	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Spin Master Ltd.		
Street Address:	450 Front Street West		
City:	Toronto Ontario		
State/Country:	CANADA		
Postal Code:	M5V 1B6		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77322949	TINI PUPPINI	
CORRESPONDENCE DATA			
Fax Number:	(212)972-5487		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-687-2770		
Email:	docket@cplplaw.com		
Correspondent Name:	Edward M. Weisz		
Address Line 1:	551 Fifth Avenue		
Address Line 2:	Suite 1210		
Address Line 4:	New York, NEW YORK 10176		
ATTORNEY DOCKET NUMBER:	5369-334		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

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Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Edward M. Weisz

Signature:

/Edward M. Weisz/

Date:

05/27/2008

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, FUNOSOPHY, INC, (hereinafter the "Assignor"), having a principal office or place of business at 249 E Ocean Blvd, Suite 501, Long Beach, CA 90802-8834 UNITED STATES OF AMERICA, is the owner of the trade-mark TINI PUPPINI, which is subject of United States Application Serial No. 77-322949, filed November 6, 2007 (hereinafter the "Trademark") together with the goodwill associated therewith;

AND WHEREAS, Spin Master Ltd. (hereinafter the "Assignee") having a principal office or place of business at 450 Front Street West, Toronto, Ontario, CANADA, M5V 1B6 is desirous of acquiring all right, title and interest in and to the Trademark, together with the goodwill associated therewith;

NOW, THEREFORE, be it known that for and in consideration of the sum of one dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby sells, transfers and assigns unto the Assignee all right, title and interest in and to the Trademark together with the goodwill associated therewith.

EXECUTED at LONG BEACH, CA on the 15TH day of May 2008.

Funosophy, Inc.

By: Nancy Furevi

Title: CEO

EXECUTED at

on the 15TH day of May 2008.

Spin Master Ltd.

By: Chris Harris

Title: CHRIS HARRIS
VP General Counsel