

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | CHANGE OF NAME |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---------------------|----------|----------------|--|
| Enid Blyton Limited | | 09/08/2008 | Private Limited Company: UNITED KINGDOM |

RECEIVING PARTY DATA

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|-----------------|---|
| Name: | Chorion Rights Limited |
| Street Address: | 81 Aldwych, Aldwych House, 4th Floor |
| City: | London |
| State/Country: | UNITED KINGDOM |
| Postal Code: | WC2B 4HN |
| Entity Type: | Private Limited Company: UNITED KINGDOM |

PROPERTY NUMBERS Total: 9

| Property Type | Number | Word Mark |
|----------------------|----------|-----------------|
| Serial Number: | 77140634 | |
| Registration Number: | 3033322 | THE FAMOUS FIVE |
| Registration Number: | 2861855 | TOYLAND |
| Registration Number: | 3188416 | TOYLAND |
| Registration Number: | 2757846 | TOYLAND |
| Registration Number: | 2191797 | ENID BLYTON |
| Registration Number: | 3088994 | TOYLAND |
| Registration Number: | 2570490 | NODDY |
| Registration Number: | 2253850 | NODDY |

CORRESPONDENCE DATA

Fax Number: (914)992-7659
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 914 769-0545
 Email: marty@schwimmerlegal.com

OP \$240.00 77140634

Correspondent Name: Martin Schwimmer
Address Line 1: 7 Bayberry Drive
Address Line 4: Mt. Pleasant, NEW YORK 10570

DOMESTIC REPRESENTATIVE

Name: Martin Schwimmer
Address Line 1: 7 Bayberry Drive
Address Line 4: Mt. Pleasant, NEW YORK 10570

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| NAME OF SUBMITTER: | Martin Schwimmer |
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| Signature: | /mschwimmer/ |
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| Date: | 09/08/2008 |
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| Total Attachments: 0 |
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