

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Jacob C. Smoot		04/18/2010	INDIVIDUAL: UNITED STATES
Reid Smoot		04/16/2010	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Smoot Brothers IP Holding Company		
<b>Composed Of:</b>	COMPOSED OF Jacob C. Smoot and Reid Smoot		
<b>Street Address:</b>	1111 West 100 South, Suite 2		
<b>City:</b>	Provo		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84601		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: UNITED STATES		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77784045	ZOOBIES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(801)531-1929		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	801-994-4646		
<b>Email:</b>	docket@kunzlerip.com		
<b>Correspondent Name:</b>	Brian C. Kunzler		
<b>Address Line 1:</b>	8 East Broadway, Suite 600		
<b>Address Line 4:</b>	Salt Lake City, UTAH 84111		
<b>ATTORNEY DOCKET NUMBER:</b>	2353.3.2		
<b>NAME OF SUBMITTER:</b>	Brian C. Kunzler		
<b>Signature:</b>	/Brian C. Kunzler/		

OP \$40.00 77784045

Date:

04/22/2010

Total Attachments: 1

source=2353.3.2\_Assignment#page 1.tif

ASSIGNMENT  
OF  
ZOOBIES TRADEMARK APPLICATION

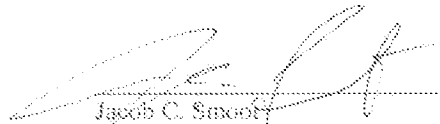
Whereas, Smoot Brothers IP Holding Company, LLC, a Limited Liability Company of Utah, having a place of business at 1111 West 100 South, Suite 2, Provo, Utah 84601, desires to acquire the entire right, title and interest in the trademark application filed by Jacob C. Smoot and Reid Smoot on July 17, 2009, serial number 77/784045 and to all goodwill associated with the mark;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, I, hereby sell, assign, and transfer to Smoot Brothers IP Holding Company, LLC, its successors and assigns, the entire right, title and interest in the ZOOBIES trademark application and all trademark rights associated with the mark.

Signed and sealed

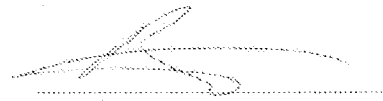
CITY  
DATE

(I) at Provo  
on 4/19, 2010

  
Jacob C. Smoot  
1111 W. 100 S., Suite 2  
Provo, Utah 84601

CITY  
DATE

(I) at Shanghai, China  
on 4/16, 2010

  
Reid Smoot  
1111 W. 100 S., Suite 2  
Provo, Utah 84601