

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	03/31/2010

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Tek Nek Toys International, L.P.		03/31/2010	LIMITED PARTNERSHIP: TEXAS

RECEIVING PARTY DATA

Name:	Tek Nek Toys International, Inc.
Street Address:	2834 Market Loop
Internal Address:	Suite 106
City:	Southlake
State/Country:	TEXAS
Postal Code:	76092
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Serial Number:	77909728	ROCKIN' RIDER
Registration Number:	3562491	ROCK 'N RIDE
Registration Number:	3161762	MY FIRST RIDER
Registration Number:	3262025	MY FIRST RIDE & LEARN
Registration Number:	3139731	TEDDY WEARS
Registration Number:	2885164	PLAY AROUND
Registration Number:	2775881	PLUSH PALS
Registration Number:	2799307	MERMAID HAPPY AS CAN BE
Registration Number:	2736083	TEK NEK
Registration Number:	2736082	TEK NEK
Registration Number:	2742921	GLITTER GIRL

OP \$440.00 77909728

Registration Number:	2783393	ELECTRONIC TALKING
Registration Number:	2778459	MY LIL' MOWER
Registration Number:	2867238	MY FIRST PLAY & LEARN
Registration Number:	3472706	COLORATION STATION
Registration Number:	2942359	ROCKIN' TALKIN' PONY
Registration Number:	2700794	FUN ON THE FARM

CORRESPONDENCE DATA

Fax Number: (513)241-6234
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (513) 241-2324
Email: gbellamy@whepatent.com
Correspondent Name: Glenn D. Bellamy
Address Line 1: 441 Vine Street
Address Line 2: 2700 Carew Tower
Address Line 4: Cincinnati, OHIO 45202-2917

ATTORNEY DOCKET NUMBER:	TEKNEK-2
NAME OF SUBMITTER:	Glenn D. Bellamy
Signature:	/Glenn D. Bellamy/
Date:	04/26/2010

Total Attachments: 2
source=Tek Nek Toys Trademark Assignment 3-31-10#page1.tif
source=Tek Nek Toys Trademark Assignment 3-31-10#page2.tif

TRADEMARK ASSIGNMENT

WHEREAS, Tek Nek Toys International, L.P. ("Assignor"), a Limited Partnership organized under the laws of the state of Texas and having a place of business at 2834 Market Loop, Suite 106, Southlake, Texas 76092 USA, is the owner of all right, title and interest in and to the trademarks shown on the attached Exhibit A ("Marks"); and

WHEREAS, Tek Nek Toys International, Inc. ("Assignee"), a corporation organized under the laws of the state of Delaware and having a place of business at 2834 Market Loop, Suite 106, Southlake, Texas 76092 USA, wishes to acquire any and all rights, title and interest Assignor has in and to the Marks, together with the good will of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, grant, assign, transfer, convey and deliver unto Assignee all right, title and interest in and to the Marks, together with the good will of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof. This Assignment shall be deemed effective as of March 31, 2010.

Assignor agrees to execute and deliver, at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may require in order to vest Assignor's right, title and interest in and to the Marks in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent that such evidence is in the possession or control of Assignor.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed this 31st day of March, 2010.

TEK NEK TOYS INTERNATIONAL, L.P.

By: _____

Name: _____

Title: _____

Date _____

1145501

EXHIBIT A

TRADEMARK	SERIAL NO.	REGISTRATION NO.
ROCKIN' RIDER	77/909,728	--
ROCK 'N RIDE	78/601,628	3,562,491
MY FIRST RIDER	78/601,630	3,161,762
MY FIRST RIDE & LEARN	78/458,780	3,262,025
TEDDY WEARS	78/206,565	3,139,731
PLAY AROUND	78/199,094	2,885,164
PLUSH PALS	78/196,170	2,775,881
MERMAID HAPPY AS CAN BE	78/139,981	2,799,307
TEK NEK	76/372,231	2,736,082
TEK NEK & Design	76/372,484	2,736,083
GLITTER GIRL	76/107,021	2,742,921
ELECTRONIC TALKING	76/409,724	2,783,393
MY L'IL MOWER	76/376,139	2,778,459
MY FIRST PLAY & LEARN	76/315,676	2,867,238
COLORATION STATION	76/280,732	3,472,706
ROCKIN' TALKIN' PONY	76/205,040	2,942,359
FUN ON THE FARM	75/913,061	2,700,794

1145501