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
Joseph E Langley		08/22/2011	INDIVIDUAL: UNITED STATES
Susan S Langley		08/22/2011	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Build-A-Bear Retail Management, Inc.
Street Address:	1954 Innerbelt Business Center Drive
City:	St. Louis
State/Country:	MISSOURI
Postal Code:	63114-5760
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	77157503	BUILD A BOW

CORRESPONDENCE DATA

Fax Number: (314)423-8188
Phone: 314-423-8000
Email: mitzij@buildabear.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Correspondent Name: Mary Ann Frances Mackey
Address Line 1: 1954 Innerbelt Business Center Drive
Address Line 4: St. Louis, MISSOURI 63114-5760

ATTORNEY DOCKET NUMBER:	BUILD A BOW
NAME OF SUBMITTER:	Mary Ann Frances Mackey
Signature:	/Mary Ann Frances Mackey/
Date:	09/13/2011

Total Attachments: 1
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OP $40.00 77157503

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Agreement") is entered into as of August 22, 2011, by and among Suzanne S. Langley and Joseph E. Langley (collectively, the "Assignor"), and Build-A-Bear Retail Management, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the trademark BUILD A BOW and the trademark application U.S. Ser. No. 77/157,503 (the "Mark");

WHEREAS, Assignor wishes to assign the entire rights, title and interest in and to the Mark and the goodwill associated with such Mark to Assignee and Assignee desires to assume such mark and the goodwill of the business related thereto.

NOW, THEREFORE, in consideration of one (1) dollar and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. Assignor hereby sells, assigns, transfers and sets over unto Assignee all of Assignor's right, title and interest in and to the Mark and U.S. App. Ser. No. 77/157,503 together with the goodwill of the business associated therewith, and all causes of action, past, present and future for infringement of the Mark.

2. Assignor further covenants and agrees that it will, at any time upon request, execute and deliver any and all documents that may be necessary or desirable to perfect the title to the Mark in Assignee, its successors and assigns, and that it will, at any time upon request, communicate and provide to Assignee, its successors and assigns, such facts and documents relating to the Mark or the history thereof as may be known to it.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the day and year first above written.

ASSIGNOR:

Suzanne S. Langley

Name: Suzanne S. Langley
Title:

Joseph E. Langley

Name: Joseph E. Langley
Title:

ASSIGNEE:

BUILD-A-BEAR RETAIL MANAGEMENT, INC.

By: Maxine Clark
Name: Maxine Clark
Title: Chief Executive Officer

SLC 5512175.1