

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM303674

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
I See Me! Inc.		05/01/2014	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	I See Me! LLC		
Street Address:	6216 Baker Road, Suite 110		
City:	Eden Prairie		
State/Country:	MINNESOTA		
Postal Code:	55346		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2998254	I SEE ME!	
Registration Number:	3495849	MY VERY OWN	
CORRESPONDENCE DATA			
Fax Number:	4156932222		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	4156932000		
Email:	trademarks@cooley.com		
Correspondent Name:	Ariana G. Hiscott, Cooley LLP		
Address Line 1:	1299 Pennsylvania Ave. NW, Suite 700		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	034329-110		
NAME OF SUBMITTER:	Ariana G. Hiscott		
SIGNATURE:	/Ariana G. Hiscott/		
DATE SIGNED:	05/06/2014		
Total Attachments: 4			
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Trademark and Copyright Assignment

This Trademark and Copyright Assignment ("Assignment") is effective as of the date of signature (the "Effective Date") by and between I See Me! Inc., a Minnesota corporation, having a business address of 4305 Chimo East St., Deephaven, Minnesota 55391 and 6216 Baker Road, Suite 110, Eden Prairie, Minnesota 55346 (hereinafter "Assignor") and I See Me! LLC, a Delaware limited liability company having an address of 6216 Baker Road, Suite 110, Eden Prairie, Minnesota 55346 (hereinafter "Assignee").

RECITALS

WHEREAS, Assignor is the owner of the trademark registrations identified in Schedules A hereto (collectively the "Trademarks");

WHEREAS, Assignor is the owner of the copyright rights and the underlying works of authorship identified in Schedule B (collectively "the Works").

WHEREAS, Assignor desires to assign all right, title and interest in and to the Trademarks together with the goodwill associated therewith and to the copyright rights and the underlying works of authorship identified as the Works to Assignee; and

WHEREAS, Assignee seeks to acquire all right, title and interest in and to the Trademarks together with the goodwill associated therewith and to the copyright rights and the underlying works of authorship identified as the Works.

AGREEMENT

NOW, THEREFORE, in consideration of the foregoing promises and the mutual covenants contained herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor, on behalf of itself and its predecessors and successors in interest, does hereby irrevocably sell, assign, transfer, and convey to Assignee in perpetuity as the successor to the business of Assignor as set forth above, all right, title, and interest in and to the copyrights and all renewals or extensions thereof in the Works and the Trademarks, together with the goodwill associated therewith, that portion of the Assignor's ongoing and existing business to which the Trademarks pertain, and all rights and causes of action accrued, accruing, and to accrue under and by virtue hereof, including the right to sue and recover for past infringement, and to receive all damages, payments and costs and fees associated therewith. This Agreement applies to all past and future works of authorship, which are derived from the Works and in any form, electronic, digital or otherwise. If Assignor has any rights, including without limitation "artist's rights" or "moral rights," in the Works that cannot be assigned, Assignor agrees to waive enforcement worldwide of such rights against Assignee, its successors, assigns, and licensees. As of the Effective Date Assignor acknowledges that Assignee is the sole owner of the Trademarks and the Works and Assignor will not use or attempt to register any marks identical to or confusingly similar with the Trademarks.

Date: May 1, 2014

I See Me! Inc., Agreed & Accepted By Its Authorized Representative:

Signature: Maia B. Haag

Name: Maia Haag

Title: President

Schedule A: Trademarks to be Assigned

Mark	Jurisdiction	Application Date	Application Number	Registration Number	Registration Date	Class	Goods/Services
I SEE ME!	United States of America	8/11/2004	78466029	2998254	9/20/2005	16	Children's books
MY VERY OWN	United States of America	2/5/2008	77389541	3495849	9/2/2008	16	Series of fiction books
I SEE ME	Canada	11/19/2008	1418850	TMA774732	8/17/2010		Children's Books
MY VERY OWN	Canada	11/19/2008	1418851	TMA796776	5/6/2011		Series of Fiction Books
I SEE ME!	European Union	2/20/2008	6684104	6684104	6/18/2010	9, 16, 41	Class 9: Scientific, nautical, surveying, photographic, cinematographic, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; automatic vending machines and mechanisms for coin operated apparatus; cash registers; calculating machines, data processing equipment and computers; fire-extinguishing apparatus; CDs, DVDs and other data storage media; electronic publications; software. Class 16: Paper, cardboard and goods made from these materials, not included in other classes; printed matter; book binding material; photographs; stationery; adhesives for stationery or household purposes; artists' materials; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (not included in other classes); printers' type; printing blocks; books, journals, diaries; series of fiction books. Class 41: Publication services; educational and entertainment services

Mark	Jurisdiction	Application Date	Application Number	Registration Number	Registration Date	Class	Goods/Services
MY VERY OWN	European Union	2/20/2008	6684005	6684005	5/31/2010	9, 16, 41	<p>Class 9: Scientific, nautical, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; automatic vending machines and mechanisms for coin operated apparatus; cash registers; calculating machines, data processing equipment and computers; fire-extinguishing apparatus; CDs, DVDs and other data storage media; electronic publications; software; except spectacles, spectacle cases, spectacle frames, spectacle lenses, sunglasses.</p> <p>Class 16: Paper, cardboard and goods made from these materials, not included in other classes; printed matter; book binding material; photographs; stationery; adhesives for stationery or household purposes; artists' materials; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (not included in other classes); printers' type; printing blocks; books, journals, diaries; series of fiction books.</p> <p>Class 41: Publication services; educational and entertainment services.</p>

Schedule B: Copyrights to be Assigned

Title	U.S. Registration No.	Claimant
My Very Own Fairy Tale.	TX0007112458	I See Me! Inc.
My Very Own Pirate Tale.	TX0007503847	I See Me! Inc.
Who Loves Mason?	TX0007503766	I See Me! Inc.
God Loves You!	TX0007503723	I See Me! Inc.
A Christmas Bear for Chappie.	TX0007503836	I See Me! Inc.
A Hanukkah Bear for Idan.	TX0007503823	I See Me! Inc.
My Very Merry Christmas	TX0007503689	I See Me! Inc.
The Super, Incredible Big Brother.	TX0007503800	I See Me! Inc.
The Super, Incredible Big Sister.	TX0007503788	I See Me! Inc.