

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM310720

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT		
NATURE OF CONVEYANCE:	Corrective Assignment to correct the legal entity for Spin Master Ltd. as a Canadian corporation as stated on Page 1 of the assignment previously recorded on Reel 004255 Frame 0802. Assignor(s) hereby confirms the assignment of entire interest and the goodwill..		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Imagination Holdings Pty. Ltd.		08/04/2010	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	Spin Master Ltd.		
Street Address:	450 FRONT STREET WEST		
City:	TORONTO, ONTARIO		
State/Country:	CANADA		
Postal Code:	M5V 1B6		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2977283	BEAT THE PARENTS	
Registration Number:	3401655	URBAN MYTH	
Registration Number:	3678923	BATTLE OF THE SEXES	
Registration Number:	2663264	FACT OR CRAP	
CORRESPONDENCE DATA			
Fax Number:	4163646289		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	4163646002		
Email:	katyd@spinmaster.com		
Correspondent Name:	Katy Davis		
Address Line 1:	450 FRONT STREET WEST		
Address Line 2:	KATY DAVIS		
Address Line 4:	TORONTO, ONTARIO, CANADA M5V 1B6		
ATTORNEY DOCKET NUMBER:	IMAGINATION		
NAME OF SUBMITTER:	Katy Davis		
SIGNATURE:	/Katy Davis/		

CH \$115.00 2977283

DATE SIGNED:	07/15/2014
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Total Attachments: 14
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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
Imagination Holdings Pty. Ltd.		08/04/2010	LIMITED LIABILITY COMPANY:

RECEIVING PARTY DATA

Name:	Spin Master Ltd.
Street Address:	450 Front Street West
City:	Toronto, Ontario
State/Country:	CANADA
Postal Code:	M5V 1B6
Entity Type:	LIMITED LIABILITY COMPANY:

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	3678923	BATTLE OF THE SEXES
Registration Number:	3254597	BATTLE OF THE SEXES
Registration Number:	2572474	BATTLE OF THE SEXES
Registration Number:	2977283	BEAT THE PARENTS
Registration Number:	2663264	FACT OR CRAP
Registration Number:	2892687	FACT OR FICTION
Registration Number:	3401655	URBAN MYTH

CORRESPONDENCE DATA

Fax Number: (248)645-1568
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 2486451483
 Email: ipdocket@h2law.com
 Correspondent Name: Howard & Howard Attorneys PLLC
 Address Line 1: 450 West Fourth Street

CH \$190.00 3678923

900168794

**TRADEMARK
 REEL: 005322 FRAME: 0920**

Address Line 4: Royal Oak, MICHIGAN 48067-2557

ATTORNEY DOCKET NUMBER:

068396.00002

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

James R. Yee

Signature:

/James R. Yee/

Date:

08/06/2010

Total Attachments: 12

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made effective as of the 4th day of August, 2010.

AMONG:

SPIN MASTER LTD., a corporation incorporated under the laws of the Province of Ontario;

(the "Purchaser")

- and -

IMAGINATION HOLDINGS PTY LTD. ACN 068 943 537, a corporation incorporated under the laws of South Australia;

(the "AU Vendor")

- and -

IMAGINATION INTERNATIONAL CORP., a corporation incorporated under the laws of Delaware;

(the "US Vendor")

- and -

FALLS MEDIA LLC, a corporation limited liability company formed under the laws of the State of New York;

(the "WYR Vendor")

- and -

IMAGINATION DVDi LTD, Company No. 4149259, a corporation incorporated under the laws of the United Kingdom;

(the "UK Vendor")

(The AU Vendor, the US Vendor, the WYR Vendor and the UK Vendor are hereinafter collectively referred to as the "Vendors" and, individually, a "Vendor".)

WHEREAS the Vendors and the Purchaser have negotiated this Agreement for the purchase and sale of all right, title and interest in and to the trademarks listed in the attached **Schedule A**, together with the goodwill associated therewith (hereinafter the "Trademarks");

NOW, THEREFORE, be it known that for and in consideration of the sum of ten dollars (\$10.00), and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Vendors hereby sell, transfer and assign unto SPIN MASTER LTD. all right, title and interest in and to the Trademarks together with the goodwill associated therewith.

WHEREOF the parties hereto have duly executed this Agreement, by the hands of their respective officers duly authorized in that behalf, as of the day, month and year first above written.

SPIN MASTER LTD.

Per: _____

Name: *Chris Harris*

Title: *VP General Counsel*

(I have the authority to bind the corporation)

**IMAGINATION HOLDINGS PTY LTD.
ACN 068 943 537**

Per: _____

Name:

Title:

(I have the authority to bind the corporation)

IMAGINATION INTERNATIONAL CORP.

Per: _____

Name:

Title:

(I have the authority to bind the corporation)

FALLS MEDIA LLC

Per: _____

Name:

Title:

(I have the authority to bind the corporation)

NOW, THEREFORE, be it known that for and in consideration of the sum of ten dollars (\$10.00), and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Vendors hereby sell, transfer and assign unto SPIN MASTER LTD. all right, title and interest in and to the Trademarks together with the goodwill associated therewith.

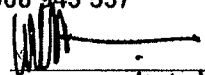
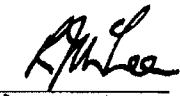
WHEREOF the parties hereto have duly executed this Agreement, by the hands of their respective officers duly authorized in that behalf, as of the day, month and year first above written.

SPIN MASTER LTD.

Per: _____
Name:
Title:

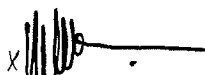

(I have the authority to bind the corporation)

**IMAGINATION HOLDINGS PTY LTD.
ACN 068 943 537**

Per:  _____ |  _____
Name: KEVIN MCLEAN ROBERT MCLEAN
Title: DIRECTOR DIRECTOR

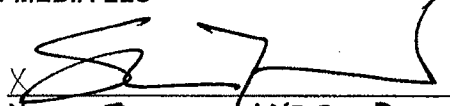
(I have the authority to bind the corporation)

IMAGINATION INTERNATIONAL CORP.

Per: X  _____ | X  _____
Name: KEVIN MCLEAN ROBERT MCLEAN
Title: DIRECTOR DIRECTOR



(I have the authority to bind the corporation)

FALLS MEDIA LLC

Per: X  _____
Name: STONE AYEEND
Title: CEO

(I have the authority to bind the corporation)

IMAGINATION DVDi LTD

Per:  | X 
Name: KEVIN McLEAN ROBERT McLEAN
Title: DIRECTOR DIRECTOR

(I have the authority to bind the corporation)

2719-2828
272880

SCHEDULE A

Intellectual Property (Owned and Licensed)

Indicates subject to a Charged Interest

*** All trademarks and domain names are owned by members of the Vendor Group. However, those trademarks and domain names marked with *** are subject to third party inventor or license agreements (see Assumed Contracts listed in Schedule 2.2).

Trademark/ Domain Name	Application / Registration No.	Status	Classes	Trademark Registrar	Trademark Region	Domain Registrar
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

Trademark/ Domain Name	Application / Registration No.	Status	Classes	Trademark Registrar	Trademark Region	Domain Registrar
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
BATTLE OF THE SEXES	3,678,923	Registered	28	Imagination Holdings Pty Ltd	USA	[REDACTED]
BATTLE OF THE SEXES	3,254,597	Registered	16	Imagination Holdings Pty Ltd	USA	[REDACTED]
BATTLE OF THE SEXES & Design	2,572,474	Registered	41	Imagination Holdings Pty Ltd	USA	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

wireless digital messaging services; web messaging and wireless digital messaging services namely the recordal, storage and subsequent delivery of voice and text messages over the internet; providing information in the field of telecommunications and mobile telecommunication services.