

08-17-2001

Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)



U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

Tab settings

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

FUN EXPRESS, INC.

9-1001

- Individual(s) Association General Partnership Limited Partnership Corporation-State NEBRASKA Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date:

2. Name and address of receiving party(ies)

Name: ORIENTAL TRADING COMPANY, INC.

Internal Address:

Street Address: 4206 S. 108TH STREET

City: OMAHA State: NE Zip: 68137

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State DELAWARE Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

76/215,965

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: MARK D. FREDERIKSEN

Internal Address: KOLEY JESSEN P.C.

A LIMITED LIABILITY ORGANIZATION

Street Address: ONE PACIFIC PLACE, STE. 800

1125 S. 103RD STREET

City: OMAHA State: NE Zip: 68124

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

50-0771

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

MARK D. FREDERIKSEN

Name of Person Signing

Signature

AUGUST 7, 2001

Date

2

Total number of pages including cover sheet, attachments, and document:

08/16/2001 DBYRNE 00000286 76215965

01 FC:481

40.00 All documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK REEL: 002350 FRAME: 0377

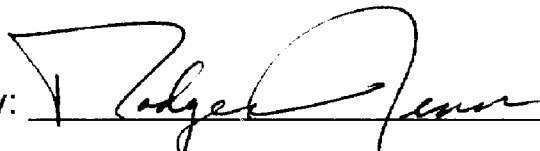
ASSIGNMENT

WHEREAS, FUN EXPRESS, INC., a Nebraska corporation with a principal place of business of 4206 South 108th Street, Omaha, Nebraska 68137 has adopted, used and is using the mark "FUN EXPRESS & DESIGN" which is the subject of a pending U.S. trademark application Serial No. 76/215,965, filed February 26, 2001, and

WHEREAS, ORIENTAL TRADING COMPANY, INC., a Delaware corporation with a principal place of business of 4206 South 108th Street, Omaha, Nebraska 68137 is desirous of acquiring said mark and the application thereon;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said FUN EXPRESS, INC. does hereby assign unto ORIENTAL TRADING COMPANY, INC. all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark, and the above identified application thereof, and including all actions and causes of actions relating to the foregoing trademark, and all damages, profits, penalties and other recoveries thereto.

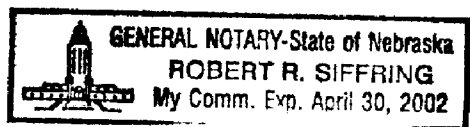
FUN EXPRESS, INC.


By: 
Title: Vice President

State of Nebraska)
) ss.
County of Douglas)

On this 2nd day of August, 2001, before a Notary Public in and for the county and state aforesaid, appeared Rodger Jensen, to me personally known to be the person whose name is subscribed to the foregoing instrument and acknowledged that he executed said instrument as his free and voluntary act for the uses and purposes therein expressed.

Witness my hand and seal the day and year last above given.




Notary Public