

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



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

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

1. Name of conveying party(ies):

T-CRAZE, INC.

6.18.02

- Individual(s) Association General Partnership Limited Partnership Corporation-State (Ohio) 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: 06/10/02

2. Name and address of receiving party(ies)

Name: BRAND DEVELOPMENT VENTURES, LLC.

Internal Address:

Street Address: 20820 Chagrin Blvd.

City: Cleveland State: OH Zip: 44122

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Other Limited Liability Company of Ohio

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) (PLEASE SEE ATTACHED LIST)

B. Trademark Registration No.(s) (PLEASE SEE ATTACHED LIST)

Additional number(s) attached Yes No

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

Name: William J. Brucker, Esq.

Internal Address:

Street Address: STETINA BRUNDA GARRED & BRUCKER 75 Enterprise, Suite 250

City: Aliso Viejo State: CA Zip: 92656

6. Total number of applications and registrations involved:

9

7. Total fee (37 CFR 3.41): \$ 240.00

- Enclosed Authorized to be charged to deposit account

Please charge any additional fees to: 8. Deposit account number:

19-4330

DO NOT USE THIS SPACE

9. Signature.

William J. Brucker

Signature

June 10, 2002

Date

06/21/2002 DBYRNE 0000294 35873297

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40.00 200.00

Total number of pages including cover sheet, attachments, and document: 5

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

CONTINUATION RECORDATION FORM COVER SHEET

Application No(s):

- 1) 75/874,397
- 2) 75/886,258
- 3) 76/081,404
- 4) 76/085,219

Registration No(s):

- 5) 1,222,740
- 6) 2,235,000
- 7) 2,373,199
- 8) 2,396,551
- 9) 2,398,392

TRADEMARK ASSIGNMENT

WHEREAS, T-CRAZE, INC., an Ohio corporation, having a principal place of business at 20820 Chagrin Blvd., Cleveland, Ohio 44122 (hereinafter "T-CRAZE"), is the owner of certain Trademark embodied in the following registered and/or pending trademarks:

- 1) U.S. Trademark Registration No. 1,222,740 for the mark CRAZE, registered on January 4, 1983;
- 2) U.S. Trademark Registration No. 2,235,000 for the mark CRAZY BONES, registered on March 23, 1999;
- 3) U.S. Trademark Registration No. 2,373,199 for the mark PLAY THE CRAZE, registered on August 1, 2000;
- 4) U.S. Trademark Registration No. 2,398,392 for the mark TOY CRAZE, registered on October 24, 2000;
- 5) U.S. Trademark Registration No. 2,396,551 for the mark CRAZY BONES, registered on October 17, 2000;
- 6) U.S. Pending Application Serial No. 75/886,258 for the mark TOY CRAZE (Plus Design), filed January 3, 2000;
- 7) U.S. Pending Application Serial No. 75/874,397 for the mark CODE U, filed December 17, 1999;
- 8) U.S. Pending Application Serial No. 76/085,219 for the mark CODE U, filed June 29, 2000; and
- 9) U.S. Pending Application Serial No. 76/081,404 for the mark PHRAZERS, filed June 30, 2000.

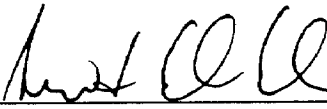
WHEREAS, BRAND DEVELOPMENT VENTURES, LLC. of Ohio, having a principal place of business at 20820 Chagrin Blvd., Cleveland, Ohio 44122 (hereinafter "ASSIGNEE"), is desirous of acquiring said marks and the applications and registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE, all right, title, and interest in and to said marks, together with the goodwill of the business symbolized by the marks in the above-identified registrations and applications thereof.

ASSIGNOR does hereby sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of the said issued Trademarks.

IN TESTIMONY WHEREOF, ASSIGNOR hereunto sets its hand and seal this 10
day of June, 2002.

Assignor: T-Craze, Inc.

By: 

Name: Scott H. Harris

Title: Chief Executive Officer