

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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|--------------------------------|---|---|-----------------------|
| SUBMISSION TYPE: | | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | | Notice and Confirmation of Grant of Security Interest in Trademarks | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Oriental Trading Company, Inc. | | 07/28/2006 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | JP Morgan Chase Bank, N.A. | | |
| Street Address: | 270 Park Avenue | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10017 | | |
| Entity Type: | national banking association: UNITED STATES | | |
| PROPERTY NUMBERS Total: 18 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2488017 | ARTICLES | |
| Registration Number: | 2100038 | FRIENDSHIP CLUB | |
| Registration Number: | 2134712 | FRIENDSHIP CLUB | |
| Registration Number: | 1986834 | FUN EXPRESS | |
| Registration Number: | 2623826 | FUN EXPRESS | |
| Registration Number: | 2922508 | HANDS ON FUN | |
| Serial Number: | 76586885 | HANDS ON FUN | |
| Registration Number: | 3047593 | | |
| Serial Number: | 76586891 | HANDS ON FUN! | |
| Registration Number: | 1963552 | HAPPYSACKS | |
| Registration Number: | 2074301 | INSPIRATIONS A CELEBRATION OF FAITH | |
| Registration Number: | 2300930 | LITTLE RED WAGON | |
| Registration Number: | 1754376 | ORIENTAL TRADING | |
| Registration Number: | 1419837 | OTC | |

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TRADEMARK
REEL: 003372 FRAME: 0023

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|----------------------|---------|------------------------|
| Registration Number: | 1765166 | OUR EARTH |
| Registration Number: | 2543046 | TERRY'S VILLAGE |
| Registration Number: | 2127520 | TERRY'S VILLAGE |
| Registration Number: | 2125227 | WORLD'S BIGGEST TOYBOX |

CORRESPONDENCE DATA

Fax Number: (212)909-6836

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 212-909-6000

Email: trademarks@debevoise.com

Correspondent Name: Matthew Heintz, Esq.

Address Line 1: 919 Third Avenue

Address Line 4: New York, NEW YORK 10022

| | |
|-------------------------|------------------|
| ATTORNEY DOCKET NUMBER: | 22600-4023 |
| NAME OF SUBMITTER: | Matthew Heintz |
| Signature: | /Matthew Heintz/ |
| Date: | 08/17/2006 |

Total Attachments: 7

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NOTICE AND CONFIRMATION OF GRANT OF
SECURITY INTEREST IN TRADEMARKS

This NOTICE AND CONFIRMATION OF GRANT OF SECURITY INTEREST IN TRADEMARKS (the "Agreement"), dated as of July 31, 2006, is made by Oriental Trading Company, Inc., a Delaware corporation having a principal place of business at 4206 South 108th Street, Omaha, Nebraska, 68137 (the "Grantor"), and successor to the rights and obligations of TCGO Merger Corporation, a Nebraska corporation ("TCGO Merger Corporation"), in favor of JPMorgan Chase Bank, N.A., a national banking association, having offices at 270 Park Avenue, New York, New York, 10017, as collateral agent (the "Collateral Agent") for the several banks and other financial institutions or entities (the "Lenders") from time to time parties to the First Lien Credit Agreement, dated as of July 31, 2006 (as amended, restated, supplemented or otherwise modified from time to time, the "Credit Agreement"), among TCGO Merger Corporation, the Collateral Agent, the Lenders, and Wachovia Bank, National Association, as syndication agent.

WHEREAS, pursuant to the Credit Agreement, the Lenders have severally agreed to make the Term Loan to the Borrower upon the terms and subject to the conditions set forth therein; and

WHEREAS, in connection with the Credit Agreement, the Grantor, among other grantors, has executed and delivered a First Lien Guarantee and Collateral Agreement, dated as of July 31, 2006, in favor of the Collateral Agent (together with all amendments and modifications, if any, from time to time thereafter made thereto, the "Security Agreement"); and

WHEREAS, pursuant to the Security Agreement, the Grantor granted to the Collateral Agent for the ratable benefit of the Collateral Agent, the Administrative Agent and the Lenders (and any affiliates of any Lender to which Borrower Hedge Agreement Obligations or Borrower Cash Management Obligations are owing), a security interest in all of its Intellectual Property, including the Trademarks; and

WHEREAS, the Grantor has duly authorized the execution, delivery and performance of this Agreement;

NOW THEREFORE, in consideration of the premises, the receipt of which is hereby acknowledged, and to induce the Lenders to make the Term Loan and other financial accommodations to the Borrower pursuant to the Credit Agreement, the Grantor agrees, for the ratable benefit of the Collateral Agent, the Administrative Agent and the Lenders (and any affiliates of any Lender to which Borrower Hedge Agreement Obligations or Borrower Cash Management Obligations are owing), as follows:

SECTION 1. Definitions. Unless otherwise defined herein or the context otherwise requires, terms used in this Agreement, including its preamble and recitals, have the meanings provided or provided by reference in the Security Agreement.

SECTION 2. Confirmation of Grant of Security Interest. The Grantor hereby confirms that pursuant to the Security Agreement it granted to the Collateral Agent, for the ratable benefit of the Collateral Agent, the Administrative Agent and the Lenders (and any affiliates of any Lender to which Borrower Hedge Agreement Obligations or Borrower Cash Management Obligations are owing), a security interest in all of the following property now owned or at any time hereafter acquired by the Grantor or in which the Grantor now has or at any time in the future may acquire any right, title or interest, as collateral security for the prompt and complete payment and performance when due (whether at the stated maturity, by acceleration or otherwise) of the Grantor's Obligations: (i) all of Grantor's trademarks, trade names, corporate names, company names, business names, domain names, fictitious business names, trade styles, service marks, logos and other source or business identifiers, and all goodwill associated therewith, now existing or hereafter adopted or acquired, all registrations and recordings thereof, and all applications in connection therewith, whether in the United States Patent and Trademark Office or in any similar office or agency of the United States, any State thereof, or otherwise, and all common-law rights related thereto, including, without limitation, any of the foregoing referred to in Schedule I, and (ii) the right to obtain all renewals thereof (collectively, the "Trademarks"), and to the extent not otherwise included, all Proceeds and products of any and all of the foregoing and all collateral security and guarantees given by any Person with respect to any of the foregoing.

SECTION 3. Purpose. This Agreement has been executed and delivered by the Grantor for the purpose of recording the grant of security interest with the United States Patent and Trademark Office. This Agreement is expressly subject to the terms and conditions of the Security Agreement. The Security Agreement (and all rights and remedies of the Lenders thereunder) shall remain in full force and effect in accordance with its terms.

SECTION 4. Counterparts. This Agreement may be executed in counterparts, each of which will be deemed an original, but all of which together constitute one and the same original.

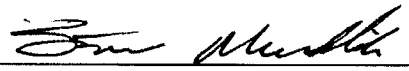
SECTION 5. Governing Law: This Agreement will be governed by the internal laws of the State of New York (without regard to conflicts of laws principles thereof).

* * *

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK.]

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed and delivered by their respective officers thereunto duly authorized as of the day and year first above written.

ORIENTAL TRADING COMPANY, INC.

By: 
Name:
Title:

[Signature page to OTC First Lien Trademark Notice]

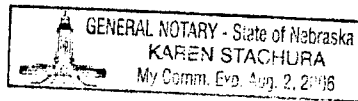
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TRADEMARK
REEL: 003372 FRAME: 0027

STATE OF NEBRASKA)
) ss.
COUNTY OF DOUGLAS)

On this 28th day of July, 2006 before me, the undersigned, a notary public qualified for said county, personally came Steven Menchik, to me personally known to be the identical person who signed the foregoing instrument, and acknowledged the execution thereof to be his voluntary act and deed.

WITNESS my hand and notarial seal at Omaha, Nebraska in said County the day and year last above written.



Karen Stachura
Notary Public

JPMORGAN CHASE BANK, N.A.,
as Collateral Agent


By: Kathryn A. Duncan
Name: Kathryn A. Duncan
Title: Managing Director

[Signature page to OTC First Lien Trademark Notice]

ACKNOWLEDGMENT

STATE OF NEW YORK)
 :SS:
COUNTY OF *New York*)

On *July 28*, 2006 before me, the undersigned, personally appeared
Kathryn A. Duncan
personally known to me or proved to me on the basis of satisfactory evidence to be the
individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged
to me that he/she/they executed the same in his/her/their capacity(ies), and that by
his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of
which the individual(s) acted, executed the instrument.


(signature and office of individual taking
acknowledgment)
ELSA V. GRIFFITH
Notary Public, State of New York
No. 01GR4838119
Qualified in Kings County
Commission Expires March 30, 2007

[Signature page to OTC First Lien Trademark Notice]

SCHEDULE I

| Trademark | Owner | Reg. / App. No. |
|--|--------------------------------|------------------------|
| ARTICLES | Oriental Trading Company, Inc. | 2,488,017 |
| FRIENDSHIP CLUB | Oriental Trading Company, Inc. | 2,100,038 |
| FRIENDSHIP CLUB | Oriental Trading Company, Inc. | 2,134,712 |
| FUN EXPRESS | Oriental Trading Company, Inc. | 1,986,834 |
| FUN EXPRESS & Design | Oriental Trading Company, Inc. | 2,623,826 |
| HANDS ON FUN | Oriental Trading Company, Inc. | 2,922,508 |
| HANDS ON FUN | Oriental Trading Company, Inc. | 76/586,885 |
| HANDS ON FUN Design | Oriental Trading Company, Inc. | 3,047,593 |
| HANDS ON FUN! | Oriental Trading Company, Inc. | 76/586,891 |
| HAPPYSACKS | Oriental Trading Company, Inc. | 1,963,552 |
| INSPIRATIONS A CELEBRATION OF FAITH | Oriental Trading Company, Inc. | 2074301 |
| LITTLE RED WAGON | Oriental Trading Company, Inc. | 2,300,930 |
| ORIENTAL TRADING | Oriental Trading Company, Inc. | 1,754,376 |
| OTC | Oriental Trading Company, Inc. | 1419837 |
| OUR EARTH | Oriental Trading Company, Inc. | 1,765,166 |
| TERRY'S VILLAGE | Oriental Trading Company, Inc. | 2,543,046 |
| TERRY'S VILLAGE | Oriental Trading Company, Inc. | 2,127,520 |
| WORLD'S BIGGEST TOYBOX | Oriental Trading Company, Inc. | 2,125,227 |