

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	07/11/2006

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Funrise, Inc.		06/07/2007	CORPORATION: CALIFORNIA

**RECEIVING PARTY DATA**

Name:	Funrise Toys Ltd.
Street Address:	66 Mody Road
Internal Address:	223-231, 2/F, Tsimshatsui Centre
City:	Tsimshatsui, Kowloon
State/Country:	HONG KONG
Entity Type:	CORPORATION: HONG KONG

**PROPERTY NUMBERS Total: 2**

Property Type	Number	Word Mark
Registration Number:	1547521	FUNRISE
Registration Number:	1604826	FUNRISE

**CORRESPONDENCE DATA**

Fax Number: (310)461-1304  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 310-461-1340  
 Email: choderker.dorie@verizon.net  
 Correspondent Name: Dorie Choderker  
 Address Line 1: 1901 Avenue Of The Stars  
 Address Line 2: Second Floor  
 Address Line 4: Los Angeles, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER:	FUNRISE
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DOMESTIC REPRESENTATIVE

**900078821**

**TRADEMARK  
 REEL: 003557 FRAME: 0349**

OP \$65.00 1547521

Name: Lewis Anten  
Address Line 1: 16830 Ventura Boulevard  
Address Line 2: Suite 510  
Address Line 4: Encino, CALIFORNIA 91436

NAME OF SUBMITTER:	Dorie Choderker
Signature:	/Dorie Choderker/
Date:	06/07/2007

Total Attachments: 2  
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## ASSIGNMENT

WHEREAS, Funrise, Inc., a California corporation, with its principal place of business at 7811 Lemona Avenue, Van Nuys, California 91405 (hereinafter "ASSIGNOR") has adopted, used, is using and owns the following trademarks which are registered in the United States Patent and Trademark Office (the "Marks"):

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
FUNRISE	1,547,521	July 11, 1989
FUNRISE And Design	1,604,826	July 3, 1990

WHEREAS, Funrise Toys Ltd., a Hong Kong corporation, with its principal place of business at 223-231, 2/F, Tsimshatsui Centre, 66 Mody Road, Tsimshatsui, Kowloon, Hong Kong (hereinafter "ASSIGNEE") is desirous of acquiring said Marks and the above-identified registrations therefor;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and for other good and valuable consideration received by ASSIGNOR from ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE, its successors and assigns, all right, title, and interest in and to said Marks together with the goodwill of the business symbolized by the Marks and the above-identified registrations therefor, effective as of July 11, 2006.

