

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
CONTENDER LTD.		05/21/2008	PRIVATE LIMITED COMPANY: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	ASTLEY BAKER DAVIES LTD.
Street Address:	120 New Cavendish Street
City:	London W1W 6XX
State/Country:	UNITED KINGDOM
Entity Type:	England and Wales Corporation:

Name:	CONTENDER LIMITED
Street Address:	120 New Cavendish Street
City:	London W1W 6XX
State/Country:	UNITED KINGDOM
Entity Type:	England and Wales Corporation:

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	78647153	PEPPA PIG
Serial Number:	78647159	PEPPA PIG

CORRESPONDENCE DATA

Fax Number: (212)813-5901
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-813-5900
 Email: anicolescu@fziz.com
 Correspondent Name: VANESSA HWANG LUI
 Address Line 1: FROSS ZELNICK LEHRMAN & ZISSU, P.C.
 Address Line 2: 866 UNITED NATIONS PLAZA

CH \$65.00 78647153

Address Line 4: NEW YORK, NEW YORK 10017

ATTORNEY DOCKET NUMBER:

CNE 0506372

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Vanessa Hwang Lui

Signature:

/anca nicolescu/

Date:

05/22/2008

Total Attachments: 1

source=Signed Assignment Deed - Astley Baker Contender (F0293421)#page1.tif

ASSIGNMENT

WHEREAS, Contender Limited, a corporation organized and existing under the laws of England and Wales located at 120 New Cavendish Street, London W1W 6XX, United Kingdom ("Assignor"), is the owner of the following trademark applications hereinafter, the "Trademarks";

TRADEMARK APPLICATION	SERIAL NO.
PEPPA PIG	78/647,153
PEPPA PIG (and Design)	78,647,159

WHEREAS, Astley Baker Davies Limited, a corporation organized and existing under the laws of England and Wales contactable at 120 New Cavendish Street, London W1W 6XX, United Kingdom ("Assignee"), is desirous of acquiring a partial interest in the Trademarks.

WHEREAS, Contender Limited and Astley Baker Davies, Limited have both contributed to the Trademarks and wish the ownership of the Trademarks to reflect the fruits of their combined labors and ongoing promotional efforts;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee 50% of the right, title and interest in and to the Trademarks.

ASTLEY BAKER DAVIES LTD.

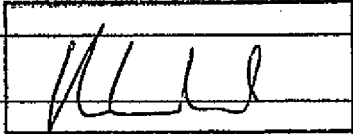
By: 

Name: MR PHIL DAVIES

Title: DIRECTOR

Date of Signature: 21/5/08

CONTENDER LIMITED

By: 

Name: 

Title: Richard Bridgwood
Managing Director

Date of Signature: 22/5/08

(F0276940.1)