

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
RAGDOLL LTD		07/31/2008	CORPORATION: UNITED KINGDOM

**RECEIVING PARTY DATA**

<b>Name:</b>	RAGDOLL WORLDWIDE LTD
<b>Street Address:</b>	Pinewood Studios
<b>Internal Address:</b>	Pinewood Road, Iver Heath
<b>City:</b>	Buckinghamshire
<b>State/Country:</b>	UNITED KINGDOM
<b>Entity Type:</b>	Private Limited Company: UNITED KINGDOM

**PROPERTY NUMBERS Total: 36**

Property Type	Number	Word Mark
Registration Number:	3058039	BOOHBAH
Registration Number:	3043211	BOOHBAH
Registration Number:	3058038	BOOHBAH
Registration Number:	2971877	BOOHBAH
Registration Number:	2952178	BOOHBAH
Registration Number:	3018268	
Registration Number:	3073949	
Registration Number:	3058037	
Registration Number:	3325101	
Registration Number:	2722510	BRUM
Registration Number:	2839034	BRUM
Registration Number:	2813974	
Registration Number:	2940434	
Registration Number:	2685993	

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Registration Number:	2890727	RAGDOLL
Registration Number:	2745636	RAGDOLL
Registration Number:	2742670	
Registration Number:	2709720	
Registration Number:	2832304	
Registration Number:	2709721	
Registration Number:	2311980	DIPSY
Registration Number:	2463224	LAA-LAA
Registration Number:	2319478	PO
Registration Number:	2333899	TELETUBBIES
Registration Number:	2345147	TINKY WINKY
Registration Number:	2785412	TRONJI
Serial Number:	78467018	BLURRFECT
Serial Number:	78467026	BLURRFECT
Serial Number:	78780199	IN THE NIGHT GARDEN
Serial Number:	78780204	IN THE NIGHT GARDEN
Serial Number:	78780255	IN THE NIGHT GARDEN
Serial Number:	78780206	IN THE NIGHT GARDEN
Serial Number:	78780253	IN THE NIGHT GARDEN
Registration Number:	2356303	TELETUBBIES
Serial Number:	78780267	TRONJI
Serial Number:	78780269	TRONJI

**CORRESPONDENCE DATA**

Fax Number: (212)554-7700  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
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Correspondent Name: Moses & Singer LLP  
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ATTORNEY DOCKET NUMBER: 06567-101-ASSIGNMENT

**DOMESTIC REPRESENTATIVE**

Name: Moses & Singer LLP  
Address Line 1: 405 Lexington Avenue  
Address Line 4: New York, NEW YORK 10174-1290

NAME OF SUBMITTER:	Patrick Boisson
Signature:	/pboisson/
Date:	08/04/2008
Total Attachments: 2 source=ragdoll assignment#page1.tif source=ragdoll assignment#page2.tif	

**TRADEMARK ASSIGNMENT**

WHEREAS, RAGDOLL LTD, a United Kingdom corporation, having its office at Pinewood Studios, Pinewood Road, Iver Heath, Buckinghamshire, UK ("Assignor") has adopted, acquired, used and is using exclusively in its business the trademarks listed in Schedule A (collectively, the "Marks"); and

WHEREAS for each of the Marks there are either U.S. registrations in place (collectively the "Registrations") or applications pending with the U.S. Patent and Trademark Office (collectively, the "Applications"); and

WHEREAS, RAGDOLL WORLDWIDE LTD, a United Kingdom private limited company ("Assignee"), having its office at Pinewood Studios, Pinewood Road, Iver Heath, Buckinghamshire, UK, is desirous of acquiring all right, title and interest in and to the Marks, the Registrations and the Applications, together with the portions of Assignor's business for which the Marks pertain.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee, its successors and assigns all of its right, title and interest in and to the Marks, together with such portions of Assignor's business that the Marks pertain, all the goodwill of the business symbolized by the Marks, the Registrations and, the Applications herein and the right to sue and collect damages and/or profits for past infringements of the Marks, the intent hereof being to substitute Assignee in the place of Assignor.

Assignor authorizes the Commissioner of Trademarks of the United States whose duty it is to record trademark registrations, applications and title thereto, to record the Marks, the Registrations, and the Applications herein as the property of Assignee, its successors, legal representatives and assigns in accordance with the terms of this Assignment. Assignor further agrees to execute such further documents or instruments as may be reasonably required to record Assignee as the owner of the Marks, the Registrations, and the Applications herein assigned.

IN WITNESS WHEREOF, Assignor has caused this instrument to be duly executed as of this 31st day of July 2008.

RAGDOLL, LTD

By:   
Name: Mark Hollingsworth  
Title: CEO

**SCHEDULE A**

**I. Registrations**

<u>Mark</u>	<u>International Class</u>	<u>USPTO Registration No.</u>
BOOHBAH	9	3058039
BOOHBAH	41	3043211
BOOHBAH	16	3058038
BOOHBAH	25	2971877
BOOHBAH	28	2952178
DESIGN (BOOHBAH)	25	3018268
DESIGN (BOOHBAH)	16	3073949
DESIGN (BOOHBAH)	9	3058037
DESIGN (BOOHBAH)	28	3325101
BRUM	41	2722510
BRUM AND DESIGN	28	2839034
DESIGN (OF A CHILD'S FACE)	28	2813974
DESIGN (OF A CHILD'S FACE)	3, 16, 18, 21, 25	2940434
DESIGN (OF A CHILD'S FACE)	9	2685993
RAGDOLL	25	2890727
RAGDOLL	3, 9, 16, 18, 21, 41	2745636
DESIGN OF DIPSY	28	2742670
DESIGN OF LAA LAA	28	2709720
DESIGN OF PO	25	2832304
DESIGN OF TINKY WINKY	25	2709721
DIPSY	28	2311980
LAA-LAA	28	2463224
PO	28	2319478
TELETUBBIES	9, 16, 21, 15, 28, 41	2333899
TINKY WINKY	28	2345147
TRONJI	9	2785412

**II. Pending Applications**

<u>Mark</u>	<u>International Class</u>	<u>USPTO Serial No.</u>
BLURRFECT	9	78467018
BLURRFECT	41	78467026
IN THE NIGHT GARDEN	9	78780199
IN THE NIGHT GARDEN	16	78780204
IN THE NIGHT GARDEN	41	78780255
IN THE NIGHT GARDEN	25	78780206
IN THE NIGHT GARDEN	28	78780253
TELETUBBIES AND DESIGN	9, 16, 21, 15, 28, 41	2356303
TRONJI	16	78780267
TRONJI	41	78780269