

NEW HOLDER/REPRESENTATIVE OF AN INTERNATIONAL REGISTRATION

SERIAL NUMBER: 79073546

The table below presents the data as entered.

| Input Field | Entered |
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| OVERVIEW | |
| INTERNATIONAL REGISTRATION NUMBER | 1015069 |
| EFFECTIVE DATE OF MODIFICATION | 02/19/2010 |
| NOTIFICATION DATE | 03/11/2010 |
| DESIGNATED CORRESPONDENT | |
| CLIENT IDENTIFIER | 725174 |
| NAME | Smileyworld Ltd |
| ADDRESS | The Leathermarket Suite 13.2.2, 11/13 Weston Street London SE1 3ER |
| COUNTRY | United Kingdom |
| HOLDER DETAILS | |
| CLIENT IDENTIFIER | 671343 |
| NOTIFICATION LANGUAGE | FRENCH |
| NAME | The Smiley Company (SPRL) |
| ADDRESS | 16 rue des Trois Arbres B-1180 Bruxelles |
| COUNTRY | Belgium |
| ENTITLEMENT NATIONALITY OF APPLICANT/TRANSFEREE/HOLDER | Benelux |
| ENTITLEMENT ESTABLISHMENT | Benelux |
| ENTITLEMENT DOMICILED | BX |
| LEGAL NATURE | Société privée à responsabilité limitée |
| LEGAL NATURE: PLACE INCORPORATED | Belgium |
| PREVIOUS HOLDER DETAILS | |
| CLIENT IDENTIFIER | 592538 |
| NAME | LOUFRANI FRANKLIN |
| ADDRESS | 114 Eaton Square LONDON SW1W 9AA |
| COUNTRY | United Kingdom |
| MISCELLANEOUS INFORMATION | |
| IB DOCUMENT ID | 527795601 |
| OFFICE REFERENCE | 79073546 |

TRANSACTION TYPE

TRN - TRANSFER