



**DESIGNATION
OF
GOVERNMENTAL AFFAIRS AGENT**

NEW JERSEY ELECTION LAW ENFORCEMENT COMMISSION

P.O. Box 185, Trenton, NJ 08625-0185
(609) 292-8700 or Toll Free Within NJ 1-888-313-ELEC (3532)
Website: www.elec.state.nj.us

**FORM L-2
Reporting For Calendar Year 2010**

FOR STATE USE ONLY

Name of Represented Entity TOY INDUSTRY ASSOCIATION

Business Address 1115 BROADWAY, SUITE 400

City NEW YORK State NY Zip Code 10010

*(Area Code) Telephone Number _____

The above named Represented Entity hereby designates the following Governmental Affairs Agent, or Governmental Affairs Agent Firm, employed or otherwise engaged by the Represented Entity, to file on its behalf the Annual Report of Lobbying Activity covering calendar year 2010 with the Election Law Enforcement Commission.

Name of Governmental Affairs Agent
or Governmental Affairs Agent Firm KAUFMAN ZITA GROUP, LLC

Business Address FIVE VAUGHN DRIVE, SUITE 101

City PRINCETON State NJ Zip Code 08540

This designation further represents a statement by the Represented Entity that the only reportable expenditures made by the Represented Entity were to the Governmental Affairs Agent or Governmental Affairs Agent Firm herein designated.

It is understood that any violation of the Act, N.J.S.A. 52:13C-18 et seq. or the regulations promulgated thereunder, shall subject both the Represented Entity and designated Governmental Affairs Agent or Governmental Affairs Agent Firm to the penalties provided by law.

Acknowledged:

KAUFMAN ZITA GROUP, LLC

Name of Governmental Affairs Agent or
Governmental Affairs Agent Firm

TOY INDUSTRY ASSOCIATION

Print Full Name of Represented Entity

By: _____
Print Full Name

Signature

Date

By: Edward M. Desmond, EVP, Ext. Affairs
Print Full Name/Title

Signature

1/20/11

Date