


To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof

1. Name of conveying party(ies): EXECUTION DATE
John Sneddon 11/23/00
Additional name(s) of conveying party(ies) attached? Yes No
UNKNOWN 12-4-00

2. Name and address of receiving party(ies):
Name: MATTEL, INC.
Internal Address: PATENT COUNSEL
Street Address: 333 CONTINENTAL BLVD.
CITY: EL SEGUNDO, CA 90245-5012
Country: USA
Additional Name(s) & address(es) attached? Yes No

12/04/00
09/729071
JCS14 U.S. PTO

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of name
Execution Date: SEE ABOVE

12-20-2000

101556483

4. Application number(s) or patent Number(s):
If this document is being filed together with a new application, the execution date of the application is: 11/23/00
A. Patent Application No.(s) B. Patent No.(s)
Serial No.: UNASSIGNED Filing Date: December 4, 2000 (FILED CONCURRENTLY HEREWITH)
Additional Numbers attached? Yes No

09/729071

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: ROBERT W. MULCAHY
Internal Address: _____
Street Address: 521 Sequoia Drive
City: Sunnyvale State: CA ZIP: 94086

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41).....\$40.00
 Check No. 1251 Enclosed and included with filing fee
 Authorized to be charged to deposit account
8. Deposit account number: _____

DO NOT USE THIS SPACE

9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and any attached copy is a true copy of the original document.
Robert W. Mulcahy Signature Date: 12/04/00
Name of person signing (Reg. No. 25,436)

10. Total number of pages comprising cover sheet, attachments, and document: 3

COMB No. 0651-0011 (exp. 4/94)

Mail documents to be recorded with the required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

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ASSIGNMENT

WHEREAS, I, the undersigned, John Sneddon, of 1425 11th St., Apt #9, Santa Monica, CA 90401, have invented a new and useful play composition which is the subject of an application for United States Letters Patent, entitled "An Adhesive or Paint Coating for Toy Articles" and

WHEREAS, I verily believe myself to be the original, first and sole inventor of the invention set forth in said application for Letters Patent and represent that I have not conveyed or hypothecated any right or interest therein, and

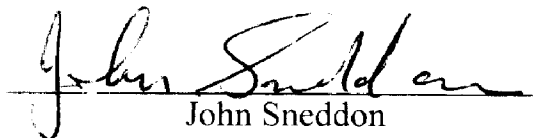
WHEREAS, Mattel, Inc., a corporation of the State of Delaware, having a principal place of business at 333 Continental Boulevard, El Segundo, California 90245-5012 is desirous of acquiring the entire and exclusive right, title and interest in and to said invention, and all patent applications which may be filed thereon, and any and all Letters Patent which may be granted or issued therefore in the United States and throughout the world including any and all divisions, continuations, reissues and extensions of any of the foregoing and all international priority rights associated therewith:

NOW, THEREFORE, in consideration of obligations voluntarily assumed by me and set forth in a contract entitled "Employee Patent and Confidence Agreement" entered into at El Segundo, California, and for the further consideration of the sum of One Dollar (\$1.00), receipt of which is hereby acknowledged, I do hereby sell, assign, transfer and set over unto Mattel, Inc., its successors and assigns, the entire and exclusive right, title and interest in and to said invention, patent applications and Letters Patent which may be granted or issued for said invention in the United States and throughout the world, including all divisions, continuations, reissues and extensions thereof, and all international priority rights associated therewith, all to be held and enjoyed as fully and completely as the same might have been held by me had this assignment not been made, and I hereby authorize and request the Commissioner of Patents of the United States and the duly constituted authorities of foreign countries to issue all Letters Patent relating to the foregoing assigned right to Mattel, Inc., and its successors and assigns.

I will promptly, upon request, and without further compensation, but at no out-of-pocket cost or expense to myself, do all lawful acts including communicating to Mattel, Inc., or its representatives, any facts known to me respecting this invention, the execution of all necessary documents, and the giving of testimony that in the opinion of Mattel, Inc., its successors and

assigns, may be necessary or desirable for obtaining, sustaining or reissuing United States and foreign Letters Patent relating to the foregoing assigned rights, and for perfecting, affirming, recording and maintaining the title of Mattel, Inc., its successors and assigns thereto, and that I will generally cooperate to the fullest extent in all matters pertaining to said invention and patents, and Mattel, Inc.'s title thereto.

IN WITNESS WHEREOF, I have executed this instrument at Santa Monica, CA this 23 day of NOVEMBER, 2000.


John Sneddon

(Assignment document ends with this page)