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& HEUSER**

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Atty. Docket No. - MPW 3F3

March 12, 2002

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Sir:

3-25-02

Enclosed for recordation in the records of the U.S. Patent and
Trademark Office is an original of a document with particulars as follows:

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(1) Names of conveying parties:

Peter Reile
Brian L. Bienz

(2) Name and address of receiving party:

Mattel, Inc.
333 Continental Boulevard
El Segundo, California 90245

(3) The nature of the conveyance is an Assignment, which
was executed February 19, 2002 and February 22, 2002.

(4) This document is being filed in connection with U.S.
Patent Application Serial No. 10/081,934, which was filed on
February 20, 2002.

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(5) Any and all correspondence concerning this document

should be addressed and mailed to the following:

David S. D'Ascenzo
Kolisich, Hartwell, Dickinson,
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Portland, Oregon 97204

(6) The total number of patent applications involved in this

conveyance is one (1).

(7) Our check in the amount of \$40.00 for payment of the

assignment recordation fee is enclosed, in accordance with 37 C.F.R. § 3.41.

(8) Please charge our Deposit Account No. 11-1540 for any

additional fees which may be required.

(9) To the best of my knowledge and belief, the foregoing

information is true and correct and any attached copy is a true copy of the

original document.

Respectfully submitted,
KOLISICH, HARTWELL, DICKINSON,
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PATENT TRADEMARK OFFICE

23581



ASSIGNMENT

WHEREAS, WE, PETER REILE, of South Wales, County of Erie, State of New York, and BRIAN L. BIENZ, of West Seneca, County of Erie, State of New York, have invented certain improvements in a CHILDREN'S RIDE-ON VEHICLE WITH ELECTRONIC SPEED CONTROL, for which we have executed an application for Letters Patent of the United States on the date we executed this Assignment as hereinafter set forth; and

WHEREAS, MATTEL, INC., a Delaware corporation, having its principal place of business in El Segundo, County of Los Angeles, and State of California, is desirous of acquiring an interest therein.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, we, PETER REILE and BRIAN L. BIENZ, have sold, assigned and transferred, and by these presents do sell, assign and transfer unto MATTEL, INC., the full and exclusive right to the said invention in the United States and its territorial possessions and in all foreign countries and the entire right, title and interest in and to any and all Letters Patent which may be granted therefor in the United States and its territorial possessions and in any and all foreign countries and in and to any and all related applications, divisionals, reissues, continuations and extensions thereof.

We hereby authorize and request the Patent Office officials in the United States and any and all foreign countries to issue any and all of said Letters Patent, when

granted, to MATTEL, INC., as the assignee of our entire right, title and interest in and to the same, for the sole use of MATTEL, INC., its successors and assigns.

Further, we agree that we will communicate to MATTEL, INC. or its representatives any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all related, divisional, continuation, substitution, renewal and reissue applications, execute all necessary assignment papers to cause any and all of said Letters Patent to be issued to MATTEL, INC., make all rightful oaths and generally do everything possible to aid MATTEL, INC., its successors and assigns, to obtain and enforce proper protection for said invention in the United States and in any and all foreign countries.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 19th
day of February, 2002.



PETER REILE

Witness:

Vicki E. Hoffman

(Printed Name)

Vicki E Hoffman

(Signature)

8126 Hunters Creek Road

(Address)

Holland, NY

(City, State)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 22nd

day of February, 2002.

Brian L. Bienz
BRIAN L. BIENZ

Witness:

Scott Cunningham
(Printed Name)

Scott Cunningham
(Signature)

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