

09-05-2003

HEET

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

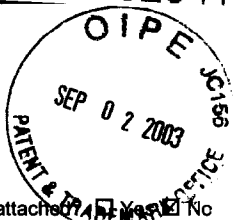
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To the Honorable Commissioner of F

102541934

attached original documents or copy thereof.

1. Name of conveying party(ies)

Laura Hoyos-Zermeno
Nicolae G. PateanAdditional name(s) of conveying party(ies) attached ☐ Yes ☒ No

2. Name and address of receiving party(ies)

Name: Mattel, Inc.Internal Address: (Same as below)Street Address: 333 Continental Blvd.City: El Segundo State: CA Zip: 90245-5012Additional name(s) & address(es) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: 8/12/03 - 8/15/03

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: _____

A. Patent Application No.(s)

10/448,964
05/30/03

B. Patent No.(s)

10448964

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Roy EkstrandInternal Address: Mattel, Inc.Law Dept., M1-1648 1220Street Address: 333 Continental Blvd.City: El Segundo State: CA Zip: 90245-50126. Total number of applications & patents involved: 17. Total fee (37 CFR 3.41).....\$ 40.00☐ Enclosed☒ Authorized to be charged to Deposit Account

8. Deposit Account Number:

13-2185

(Attach duplicate copy of this page if paying by deposit account)

09/04/2003 6TOM11 00000186 132185 10448964

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9. Statement of signature:

*To the best of my knowledge and belief, the foregoing is true and correct and any attached copy is a true copy of the original document.*Roy A. Ekstrand
Name of Person Signing[Signature]
Signature8-27-03
DateTotal number of pages comprising cover sheet: 1

ASSIGNMENT

WHEREAS, We, the undersigned, Laura Hoyos-Zermeno of Torrance, California, and Nicolae G. Patean of Rancho Cucamonga, California have invented a new and useful Hair Styling Doll Head Having Color Change Hair Crimper, which is the subject of an application for United States patent application, Serial No. 10/448,964 filed May 30, 2003, and entitled Hair Styling Doll Head Having Color Change Hair Crimper:

WHEREAS, We verily believe ourselves to be the original, first and sole inventors of the invention set forth in said application for Letters Patent and represent that we 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 therefor 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:

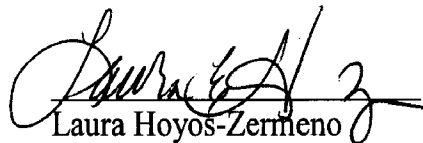
NOW, THEREFORE, in consideration of obligations voluntarily assumed by us and set forth in a contract entitled "Employee Patent and Confidence Agreement" entered into at El Segundo, California, and for the further consideration of the sum of One Dollar (\$1.00), receipt of which is hereby acknowledged, we 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 we 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.

We will promptly, upon request, and without further compensation, but at no out-of-pocket cost or expense to us, 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 we 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, we have executed this instrument at El Segundo, California on
this 15th day of August, 2003 respectively, at Torrance ~~El Segundo~~, California.

this 12 day of AUG., 2003 respectively, at El Segundo, California.


Laura Hoyos-Zermeno


Nicolae G. Patean

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES

On this day of in the year 2003, before me, the undersigned, a Notary Public in and for said County and State, personally appeared ~~Laura Hoyos-Zermeno~~ and proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal.

Witness:

Name: Jose G. Martin

Address: 4926 W 137th St

Hawthorne, CA 90250

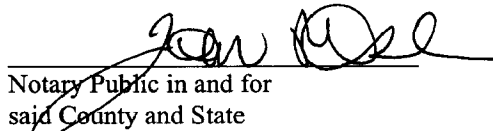
Notary Public in and for
said County and State

Docket No. 15101 (Contin.)

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES

On this 12th day of August in the year 2003, before me, the undersigned, a Notary Public in and for said County and State, personally appeared Nicolae G. Patean, and proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal.


Notary Public in and for
said County and State

