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U.S. DEPARTMENT OF COMMERCE
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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Daniel J. Damon

2. Name and address of receiving party(ies)

Name: Mattel, Inc.

Internal Address: _____

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:



Assignment



Merger



Security Agreement



Change of Name



Other _____

Street Address: 333 Continental BoulevardCity: El Segundo State: CA Zip: 90245Execution Date: March 23, 2004Additional name(s) & address(es) attached? ☐ Yes ☒ No

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) 10/808,048

B. Patent No.(s) _____

Additional numbers attached? ☐ Yes ☒ No

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

Name: David S. D'AscenzoInternal Address: Kolisch Hartwell, P.C.Street Address: 520 S.W. Yamhill Street, Suite 200City: Portland State: OR Zip: 972046. Total number of applications and patents involved: 17. Total fee (37 CFR 3.41).....\$ 40.00

Enclosed



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9. Signature.

David S. D'Ascenzo

Name of Person Signing

Signature

April 20, 2004

Date

Total number of pages including cover sheet, attachments, and documents: 3

Mail documents to be recorded with required cover sheet information to:

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Washington, D.C. 20231

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PATENT

REEL: 015258 FRAME: 0632

ASSIGNMENT

WHEREAS, I, Daniel J. Damon, of South Wales, County of Erie, State of New York, have invented certain improvements in a BATTERY RETAINER ASSEMBLY FOR CHILDREN'S RIDE-ON VEHICLES, for which I have executed an application for Letters Patent of the United States on the date I executed this Assignment as hereinafter set forth; and

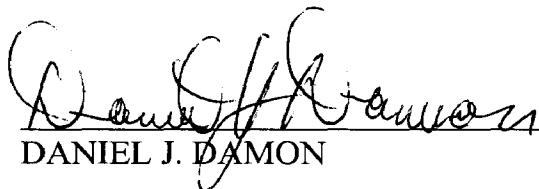
WHEREAS, MATTEL, INC., a Delaware corporation, having its principal place of business in El Segundo, County of Los Angeles, State of California, is desirous of acquiring an interest therein;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged, I, Daniel J. Damon, 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 any and 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.

I 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 my entire right, title and interest in and to the same, for the sole use of MATTEL, INC., its successors and assigns.

Further, I agree that I will communicate to the said MATTEL, INC. or its representatives any facts known to me respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all related, divisional, continuation, substitution, renewal, reissue, PCT, and foreign 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 23rd
day of March, 2004.


DANIEL J. DAMON

Witness:

Nicki E. Hoffman
(Printed Name)

Nicki E. Hoffman
(Signature)

8106 Hunters Creek Rd
(Address)

Holland, N.Y.
(City, State)