

Form PTO-1595 (Rev. 09/04)
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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

Kurt J. Huntsberger
John L. Jones, Jr.
William R. Howell
Karl D. Lerch
Brian L. Bienz November 5, 2001, Nov. 5, 2001,
Execution Date(s) Nov. 5, 2001, Nov. 6, 2001 and Nov. 6, 2001

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

2. Name and address of receiving party(ies)

Name: Mattel, Inc.

Internal Address: _____

Street Address: 333 Continental Boulevard

City: El Segundo

State: California

Country: USA Zip: 90245

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other _____

4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)

10/877,945

B. Patent No.(s)

Additional numbers attached? Yes No

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

Name: David S. D'Ascenzo

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6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
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b. Deposit Account Number 11-1540

Authorized User Name David S. D'Ascenzo

9. Signature:


Signature

November 10, 2004

Date

David S. D'Ascenzo
Name of Person Signing

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

5

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Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450 KH File: MPW 388F

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ASSIGNMENT

WHEREAS, WE, KURT J. HUNTSBERGER, of Chaffee, County of Erie, State of New York, JOHN L. JONES, JR., of East Aurora, County of Erie, State of New York, WILLIAM R. HOWELL, of Chaffee, County of Erie, State of New York, KARL D. LERCH, of East Aurora, 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, for which an application for Letters Patent of the United States was filed on October 30, 2001, and was given Serial No. 10/000,509; and

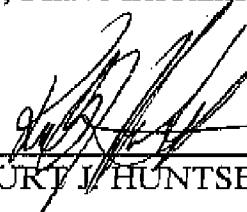
WHEREAS, MATTEL, INC., a Delaware corporation, having its principal place of business in El Segundo, County of Los Angeles, and State of California, is desirous of acquiring an interest therein;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged, we, KURT J. HUNTSBERGER, JOHN L. JONES, JR., WILLIAM R. HOWELL, KARL D. LERCH 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 the said 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 5th day of November, 2001.



KURT J. HUNTSBERGER

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 _____

day of 11/5, 2001.


JOHN L. JONES, JR.

Witness:

Vicki E. Hoffman
(Printed Name)

Vicki E. Hoffman
(Signature)

8126 Hunter's Creek Road
(Address)

Holland, NY
(City, State)

IN TESTIMONY WHEREOF, I have hereunto set my hand this _____

day of Nov 5, 2001.


WILLIAM R. HOWELL

Witness:

Vicki E. Hoffman
(Printed Name)

Vicki E. Hoffman
(Signature)

8126 Hunter's Creek Road
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Holland, NY
(City, State)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 6th

day of November, 2001.


KARL D. LERCH

Witness:

Vicki E. Hoffman
(Printed Name)


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(City, State)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 6th

day of November, 2001.


BRIAN L. BIENZ

Witness:

Vicki E. Hoffman
(Printed Name)

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(Signature)

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(City, State)