

03-24-2005

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Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies):</p> <p>LaVonne E. Strand David Bowen</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies)</p> <p>Mattel, Inc. 333 Continental Boulevard El Segundo, California 90245-5012</p>
<p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other <input type="checkbox"/> Correction of previously recorded document Reel Frame No.</p>	<p>Additional name(s) &amp; address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>

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:

<p>A. Patent Application No.(s) 29/210,435</p>	<p>B. Patent No.(s)</p>
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Additional numbers attached?  Yes  No

<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>John Jamieson AKIN GUMP STRAUSS HAUER &amp; FELD LLP One Commerce Square 2005 Market Street, Suite 2200 Philadelphia, PA 19103 Direct Dial: 215-965-1310 E-mail: <a href="mailto:jjamieson@akingump.com">jjamieson@akingump.com</a></p>	<p>6. Total number of applications/patents involved: 1</p> <p>7. Total fee (37 CFR 3.41).....\$40</p> <p><input checked="" type="checkbox"/> Check enclosed <input checked="" type="checkbox"/> Authorization to charge deficient fees or credit any overpayment to Deposit Account.</p> <p>8. Deposit Account Number: 50-1017</p> <p>(Attach duplicate copy of this page if paying by deposit account)</p>
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DO NOT USE THIS SPACE

9. Statement and signature.

*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.*

<p><u>John Jamieson Jr.</u> Name of Person Signing</p>	 Signature	<p><u>15 Mar '05</u> Date</p>
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Total number of pages including cover sheet, attachments, and documents: 7

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**ASSIGNMENT  
(PATENT APPLICATION)**

WHEREAS, we, ("ASSIGNORS"):

<u>Inventor</u>	<u>Citizenship</u>	<u>Address</u>
LaVonne E. Strand	U.S.	2011 Kent Road Folcroft, PA 19032
David Bowen	U.S.	2150 Beach Drive Hermosa Beach, CA 90254

having invented a certain new design entitled: **Toy Vehicle**

for which a United States patent application is to be filed or has been filed on **July 30, 2004** under U.S. Patent Application No. **29/210,435**; and

WHEREAS, ("ASSIGNEE"):

**Mattel, Inc.**, a Delaware Corporation, having an address of 333 Continental Boulevard, El Segundo, CA 90245-5012, United States of America

is desirous of acquiring the entire right, title and interest in and to the invention throughout the United States and the world, and all right, title and interest in, to and under any and all Letters Patent of the United States and all countries throughout the world;

FOR GOOD and VALUABLE CONSIDERATION, the full receipt and sufficiency of which are hereby acknowledged, ASSIGNORS, intending to be legally bound, do hereby:

AUTHORIZE said ASSIGNEE, or its representatives to insert above the filing date and application number of the application when these are known;

SELL, ASSIGN, TRANSFER and CONVEY to ASSIGNEE the whole and entire right, title and interest for the United States and its possessions and territories and all foreign countries in and to the invention which is disclosed in the above-identified patent application, and, in and to any and all patent applications related thereto including, but not limited to, all provisionals, non-provisionals, divisionals, continuations, continuations-in-part, substitutes, reexaminations, reissues and all other applications for patent which have been or shall be filed in the United States and all foreign countries on the invention; all original, reissued and reexamined patents and extensions thereof which have been or shall be issued in the United States and all foreign countries on the invention to the full end of the term or terms for which the patent(s) may be granted, as fully and entirely as the same would have been held by the undersigned ASSIGNOR(S) had this Assignment not been made; and specifically including all rights of priority created by the above patent application under any treaty, convention or law relating thereto;

AUTHORIZE and REQUEST the issuing authority to issue any and all United States and foreign patents granted on the invention to ASSIGNEE;

WARRANT and REPRESENT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by ASSIGNORS, and that the full right to convey the same as herein expressed is possessed by ASSIGNORS;

AGREE and UNDERTAKE, when requested and at the expense of ASSIGNEE, to carry out in good faith the intent and purpose of this Assignment, ASSIGNORS will execute all non-provisionals, divisionals, continuations, continuations-in-part, substitutes, reexaminations, reissues, and all other patent applications on the invention; execute all lawful oaths, declarations, assignments, powers of attorney and other papers; communicate to ASSIGNEE all facts known to ASSIGNORS relating to the invention and the history thereof; and generally do everything possible which ASSIGNEE shall consider desirable for vesting title to the invention in ASSIGNEE, and for securing, maintaining and enforcing proper patent protection for the invention; all without further compensation to ASSIGNORS;

TO BE BINDING on the heirs, assigns, representatives and successors of ASSIGNORS and extending to the successors, assigns, and nominees of ASSIGNEE.

02/09/2005  
Date

  
LaVonne Strand

\_\_\_\_\_  
STATE OF \_\_\_\_\_  
COUNTY OF \_\_\_\_\_

\_\_\_\_\_  
:  
: ss.  
:

Before me, this \_\_\_\_\_ day of \_\_\_\_\_, personally appeared LaVonne Strand known to be the person who is described in and who executed the above Assignment, and he/she acknowledged to me that he/she executed the same of his/her own free will for the purposes therein set forth.

\_\_\_\_\_  
Notary Public

My Commission Expires:



March 12, 2005

Date

David Bowen

STATE OF

:

: ss.

COUNTY OF

:

Before me, this \_\_\_\_\_ day of \_\_\_\_\_, personally appeared David Bowen known to be the person who is described in and who executed the above Assignment, and he/she acknowledged to me that he/she executed the same of his/her own free will for the purposes therein set forth.

\_\_\_\_\_  
Notary Public

My Commission Expires: