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Form PTO-1595 (Rev. 06/04)  
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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):**  
 Mark Buckley  
 Brian Whitehead  
 Execution Date: 3/17/2005  
 Additional name(s) of conveying party(ies) attached?  Yes  No

**2. Name and address of receiving party(ies):**  
 Name: The Polly Pocket Group  
 Internal Address:  
 Street Address: 29 Lonsdale Road, Queens Park  
 City: London State: Zip: NW6 6RA  
 Country: ENGLAND  
 Additional name(s) & address(es) attached?  Yes  No

**3. Nature of conveyance:**  
 Assignment  Merger  
 Security Agreement  Change of Name  
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 Executive Order 9424, Confirmatory License  
 Other:

**4. Application or Patent number(s):**  
 A. Patent Application No.(s)  
 B. Patent No.(s)  
 This document is being filed together with a new application.  
 Additional number(s) attached?  Yes  No

**5. Name and address of party to whom correspondence concerning document should be mailed:**  
 Name: John V. Moriarty  
 Woodard, Emhardt, Moriarty, McNett & Henry LLP  
 111 Monument Circle, Suite 3700  
 Indianapolis, IN 46204  
 Phone: (317) 634-3456 Fax: (317) 637-7561

**6. Total number of applications and patents involved:** 1

**7. Total fee (37 CFR 1.21(h) and 3.41) \$ 40**  
 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: 1359  
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 b. Deposit account number:  
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**9. Signature:**  
 John V. Moriarty  
 Name of Person Signing  
  
 Signature  
 18 APRIL 05  
 Date  
 Total number of pages including cover sheet, attachments, and document:

**CERTIFICATE OF MAILING OR TRANSMISSION**

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as Express mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, or facsimile transmitted to the U.S. Patent and Trademark Office on:

Name (Print/Type) Patricia E. Allgood  
 Signature Date April 18, 2005

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PATENT  
REEL: 016488 FRAME: 0151

112919 U.S. PTO  
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## ASSIGNMENT

WHEREAS, Mark Buckley and Brian Whitehead both of 29 Lonsdale Road, Queens Park, London NW6 6RA ENGLAND, hereinafter referred to as Assignors, have made a new and useful invention entitled **TOY** for which Assignors have made or will make application for Letters Patent of the United States; and

WHEREAS, The Polly Pocket Group, hereinafter referred to as Assignee, having a principal place of business at 29 Lonsdale Road, Queens Park, London NW6 6RA ENGLAND desires to acquire all of the entire right, title, and interest in, to and under said Invention disclosed, described and/or claimed, or intended so to be in said application, and in, to and under said application, and in, to and under any and all Letters Patent, United States and foreign, which may be obtained therefor and thereon;

NOW, THEREFORE, To All Whom It May Concern, be it known that for and in consideration of the sum of One Dollar (\$1.00) and other good, valuable and sufficient consideration to Assignors in hand paid, the receipt of which is hereby acknowledged, Assignors have sold, assigned and transferred, and by these presents does sell, assign and transfer unto Assignee, all of the entire right, title and interest in, to and under said invention disclosed, described and claimed or intended so to be in said application, and any and all other applications thereon and arising therefrom, including any and all divisions and continuations thereof, and any and all patents to be issued and obtained therefor and thereon, United States and foreign, including all reissues and extensions thereof..

Assignors hereby authorize and request the firm of Woodard, Emhardt, Moriarty, McNett & Henry LLP of Bank One Center/Tower, 111 Monument Circle, Suite 3700, Indianapolis, IN 46204-5137 to insert here in parentheses Serial No. \_\_\_\_\_; Filed \_\_\_\_\_) the date and serial number of said application when officially

known, and Assignors hereby authorize and request the Honorable Commissioner of Patents to issue said Letters Patent to Assignee, its assigns and legal representatives.

Assignors agrees to sign and execute any and all other papers necessary or desirable for the procurement of Letters Patent on said Inventions in this and all foreign countries for the use of Assignee.

WITNESS Assignors hand this 17 day of MARCH, 2005.



Mark Buckley



Brian Whitehead