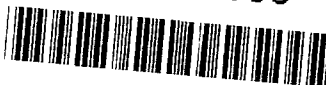


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1. Name of conveying party(ies)

BARTHOLD, Mark

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No**3. Nature of conveyance/Execution Date(s):**Execution Date(s) August 18, 2005

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

2. Name and address of receiving party(ies)Name: Mattel, Inc.

Internal Address: _____

Street Address: 333 Continental BoulevardCity: El SegundoState: CaliforniaCountry: USA Zip: 90245Additional name(s) & address(es) attached? ☐ Yes ☒ No**4. Application or patent number(s):**☒ This document is being filed together with a new application.

A. Patent Application No.(s) _____

B. Patent No.(s) _____

Additional numbers attached? ☐ Yes ☒ No**5. Name and address to whom correspondence concerning document should be mailed:**Name: Charles H. DeVoeInternal Address: Kolisch Hartwell, P.C.Street Address: 520 S.W. Yamhill Street, Suite 200City: PortlandState: Oregon Zip: 97204Phone Number: (503) 224-6655Fax Number: (503) 295-6679Email Address: chuck@khpatent.com**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
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8. Payment Informationa. Credit Card Last 4 Numbers _____
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9. Signature:

Charles H. DeVoe
 Signature
 for Charles H. DeVoe
 Name of Person Signing

August 19, 2005

Date

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

3

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:

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PATENT
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ASSIGNMENT

WHEREAS, I, Mark Barthold of Torrance, California have invented certain improvements in DESIGN GAME WITH DEDUCTIVE COMPONENT for which I filed a U.S. Provisional Patent Application Serial No. 60/603,895 on August 23, 2004, the U.S. Utility Application, and the PCT application to be filed herewith; and

WHEREAS, Mattel, Inc., a Delaware Corporation, having its principal place of business in El Segundo, 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, Mark Barthold, have sold, assigned, and transferred, and do hereby sell, assign, and transfer, to Mattel, Inc., its successors and assigns, the full and exclusive right to the 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 that 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 divisions, continuations, reissues, substitutions, 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., and its successors and assigns.

Further, I hereby covenant and agree to and with Mattel, Inc., and its successors and assigns, at the time of execution and delivery of these presents, that I am the sole and lawful owner of the entire right, title, and interest in and to the invention and the above-

identified provisional patent application, and that the same are unencumbered, and that I have good and full right and lawful authority to sell and convey the same in the manner herein set forth.

Further, I agree that I will communicate to Mattel, Inc., or its representatives, any facts known to me respecting the invention, and testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, reissue, substitution, and extension 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., and its successors and assigns, to obtain and enforce proper protection for the invention in the United States and in any and all foreign countries.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 18th
day of AUG, 2005.


Mark Barthold

Witness:

Signature: _____

Name: _____

Address: _____

City & State: _____