PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT |
|-----------------------|----------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date |
|-----------------|----------------|
| Vladimir Leonov | 11/29/2005 |
| David S Bowen | 11/29/2005 |

RECEIVING PARTY DATA

| Name: | Mattel, Inc. | |
|-----------------|---------------------------|--|
| Street Address: | 333 Continental Boulevard | |
| City: | El Segundo | |
| State/Country: | CALIFORNIA | |
| Postal Code: | 90245 | |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|---------------------|----------|
| Application Number: | 11257763 |

CORRESPONDENCE DATA

Fax Number: (215)965-1210

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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Address Line 4: Philadelphia, PENNSYLVANIA 19103

| ATTORNEY DOCKET NUMBER: | 4110-458U1 |
|-------------------------|------------|
| NAME OF SUBMITTER: | Lynn Spina |

Total Attachments: 4

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> PATENT REEL: 017010 FRAME: 0375

Attorney Docket No.: 4110-458U1/[437(1)]

ASSIGNMENT (PATENT APPLICATION)

WHEREAS, we, ("ASSIGNORS"):

Inventor

Citizenship

Address

Vladimir Leonov

United States of America

1429 Brett Place, Unit 203, San Pedro,

CA 90732

David S. Bowen

United States of America

20 22nd Street, Hermosa Beach, CA

90254

having invented a certain new and useful invention entitled:

TOY VEHICLE WITH BIG WHEEL

for which a United States patent application is to be filed or has been filed on October 25, 2005 under U.S. Patent Application No. 11/257,763; and

WHEREAS, ("ASSIGNEE"):

Mattel, Inc., a corporation, having an address of 333 Continental Boulevard, El Segundo, CA 90245

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

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PATENT

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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;

AGREES to hold in trust, keep confidential, not make use of, and not disclose or reveal to any third party said invention, without ASSIGNEE'S prior written consent.

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

1/29/05

Date

Date

Vladimir I eonov

David S Browen

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CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

| STATE OF CA | ALIFORNIA |)) ss. | |
|---|--|---|--|
| COUNTY OF | LOS ANGELES |) ss.) | |
| On November 29, 2005 , before me, Anita Kersting, Notary Public , (NAME, TITLE OF OFFICER – E.G., *JANE DOE, NOTARY PUBLIC) | | | |
| personally ap | peared Vladimir Leonov | · | |
| | | 1 | |
| | personally known to me | | |
| | proved to me on the basis o subscribed to the within inst same in his/ber/tbeir authori | of satisfactory evidence to be the person(z) whose name(z) is/are rument and acknowledged to me that he/she/they executed the ized capacity(ies), and that by his/her/their signature(z) on the the entity upon behalf of which the person(z) acted, executed | |
| | ANITA KERSTING Commission # 1469303 Notary Public - California Los Angeles County My Comm. Expires Feb 9, 2008 | WITNESS my hand and official seal. Signature Of Notary | |
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CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

| STATE OF CALIFORNIA) s COUNTY OF LOS ANGELES) | es. | |
|---|--|--|
| On November 29, 2005, before me, Anit (NAME), before me, Anit (NAME) | a Kersting, Notary Public F, TITLE OF OFFICER – E.G., "JANE DOE, NOTARY PUBLIC)" | |
| subscribed to the within instrument and same in his/ber/their authorized capacity | y evidence to be the person(s) whose name(s) is/are acknowledged to me that he/s/te/they executed the y(ies), and that by his/per/fibeir signature(s) on the pon behalf of which the person(s) acted, executed WITNESS my hand and official seal. | |
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RECORDED: 01/12/2006