

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

| | |
|--|---|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Jun Imai | 07/28/2006 |
| RECEIVING PARTY DATA | |
| Name: | Mattel, Inc. |
| Street Address: | 333 Continental Blvd. |
| City: | El Segundo |
| State/Country: | CALIFORNIA |
| Postal Code: | 90245 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 11418902 |
| CORRESPONDENCE DATA | |
| Fax Number: | (503)459-4142 |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
| Phone: | 503-459-4141 |
| Email: | farr@ahmrt.com |
| Correspondent Name: | Alleman Hall McCoy Russell & Tuttle LLP |
| Address Line 1: | 806 SW Broadway |
| Address Line 2: | Suite 600 |
| Address Line 4: | Portland, OREGON 97205 |
| ATTORNEY DOCKET NUMBER: | MAT06315U1 |
| NAME OF SUBMITTER: | Angie C. Farr |
| Total Attachments: 2 source=Signed Assignment 08-01-06#page1.tif source=Signed Assignment 08-01-06#page2.tif | |

CH \$40.00 11418902

ASSIGNMENT

WHEREAS, I, Jun Imai, of Torrance, California, have invented certain improvements in THERMOCHROMIC TRANSFORMABLE TOY, for which I filed U.S. patent application Serial No. 11/418,902 on May 4, 2006; and

WHEREAS, Mattel, Inc. a California 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, Jun Imai, 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 our entire right, title, and interest in and to the same, for the sole use of Mattel, Inc., and its successors and assigns.

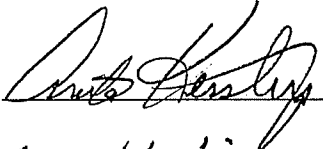
Further, I hereby covenant and agree to and with Mattel, Inc., and its successors and assigns, at the time of execution and delivery of these presents, that we are the sole and lawful owner of the entire right, title, and interest in and to the invention and the above-identified patent application, and that the same are unencumbered, and that we 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 us respecting the invention, and testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, continuation-in-part, 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 28TH day of JULY, 2006.


Jun Imai

Witness:

Signature: 

Name: Anita Kersting

Address: 333 Continental Blvd.

City & State: El Segundo, CA