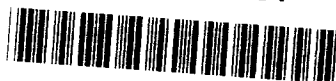


01-10-2007



103359298

SHEET

Y

2007 JAN -8 PM 4:17

FINANCE SECTION

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)

Jonathan BRADBURY,  
Stephen LISTER, and  
Daniel STELUNG

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) 28 NOV 2006; 01 DEC 2006

- ☒ 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 Boulevard

City: El Segundo

State: California

Country: USA Zip: 90245

Additional 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)  
11/530,863 and  
PCT/US2006/35776

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Ian D. Gates

Internal Address: Kolisch Hartwell, P.C.

Street Address: 520 S.W. Yamhill Street, Suite 200

City: Portland

State: Oregon Zip: 97204

Phone Number: (503) 224-6655

Fax Number: (503) 295-6679

Email Address: ian@khpatent.com

6. Total number of applications and patents involved: Two (2)

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 80.00

- ☐ 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 \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

9. Signature:

01/09/2007 DBYRNE 00000053 11530863

Signature

03 JANUARY 2007

Date

01 FEB 2007

Ian D. Gates, Reg No. 51,722

Name of Person Signing

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

4

## ASSIGNMENT

WHEREAS, we, Jonathan Bradbury of Inglewood, California, Stephen Lister of Long Beach, California, and Daniel Stelung of Irvine, California, have invented certain improvements in VIDEO GAME SYSTEMS, for which we filed U.S. Provisional Patent Applications Serial No. 60/716,563 on September 12, 2005; Serial No. 60/717,540 on September 14, 2005; Serial No. 60/722,143 on September 29, 2005; Serial No. 60/730,225 on October 24, 2005; Serial No. 60/733,653 on November 4, 2005; Serial No. 60/765,274 on February 3, 2006; Serial No. 60/772,314 on February 10, 2006; Serial No. 60/797,958 on May 5, 2006; Serial No. 60/802,607 on May 22, 2006; and U.S. Utility Patent Application Serial No. 11/530,863 on September 11, 2006; and PCT Patent Application Serial No. PCT/US2006/35776, on September 12, 2006; 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, we, Jonathan Bradbury, Stephen Lister, and Daniel Stelung, have sold, assigned, and transferred, and do hereby sell, assign, and transfer, to Mattel, Inc., its successors and assigns, the full and exclusive rights to the inventions in the United States and its territorial possessions and in all foreign countries, and the entire rights, titles, 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 non-provisional applications, divisions, continuations, reissues, substitutions, and extensions thereof.

We 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, we 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 rights, titles, and interests in and to the inventions and the above-identified patent applications, 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, we agree that we 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, 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 inventions in the United States and in any and all foreign countries.

//

//

//

//

//

IN TESTIMONY WHEREOF, I have hereunto set my hand this 28<sup>th</sup>

day of November, 2006.

Jonathan Bradbury  
Jonathan Bradbury

Witness:

Signature: Anita Kersting

Name: Anita Kersting

Address: 333 Continental Blvd.

City & State: El Segundo, CA 90245

IN TESTIMONY WHEREOF, I have hereunto set my hand this 1<sup>st</sup>

day of DECEMBER, 2006.

Stephen Lister  
Stephen Lister

Witness:

Signature: Anita Kersting

Name: Anita Kersting

Address: 333 Continental Blvd

City & State: El Segundo, CA 90245

IN TESTIMONY WHEREOF, I have hereunto set my hand this 20<sup>th</sup>

day of November, 2006.

Dan H Stung  
Daniel Stelung

Witness:

Signature: Arta Kersting

Name: Arta Kersting

Address: 333 Continental Blvd

City & State: El Segundo, CA 90246