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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)

Mark J. Bergum
William R. Howell
Gary G. Lenihan
David G. Waples

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

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

Execution Date(s) 9/30/04, 9/30/04, 9/30/04, 9/30/04

- ☒ 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: US 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)

11/728,049

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: David S. D'Ascenzo

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: david@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
☒ Authorized to be charged to deposit account
☐ Enclosed
☐ None required (government interest not affecting title)

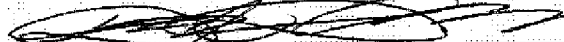
8. Payment Information

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 11-1540

Authorized User Name Kolisch Hartwell, P.C.

9. Signature:



Signature

David S. D'Ascenzo

Name of Person Signing

July 25, 2007

Date

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

5

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
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PATENT
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ASSIGNMENT

WHEREAS, WE, MARK J. BERGUM, of Clarence, County of Erie, State of New York, WILLIAM R. HOWELL, of Chaffee, County of Wyoming, State of New York, GARY G. LENIHAN, of East Aurora, County of Erie, State of New York, and DAVID G. WAPLES, of Orchard Park, County of Erie, State of New York, have invented certain improvements in CHILDREN'S RIDE-ON VEHICLE ASSEMBLIES HAVING TRAILING VEHICLE DETECTION SYSTEMS, for which we have executed an application for Letters Patent of the United States on the date we executed this Assignment as hereinafter set forth; and

WHEREAS, MATTEL, INC., a Delaware corporation, having its principal place of business in El Segundo, County of Los Angeles, State of 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, MARK J. BERGUM, WILLIAM R. HOWELL, GARY G. LENIHAN and DAVID G. WAPLES, have sold, assigned and transferred, and by these presents do sell, assign and transfer unto MATTEL, INC. the full and exclusive right to the said invention in the United States and its territorial possessions and in any and all foreign countries and the entire right, title and interest in and to any and all Letters Patent which 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 related applications, divisionals, reissues, continuations 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., its successors and assigns.

Further, we agree that we will communicate to the said MATTEL, INC. or its representatives any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all related, divisional, continuation, substitution, renewal, reissue, PCT and foreign 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., its successors and assigns, to obtain and enforce proper protection for said invention in the United States and in any and all foreign countries.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 30th
day of September, 2004.

Mark J. Bergum
MARK J. BERGUM

Witness:

Vicki E. Hoffman
(Printed Name)

Vicki E. Hoffman
(Signature)

8126 Hunters Creek Road
(Address)

Holland, NY
(City, State)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 30th

day of September, 2004.

William R Howell

WILLIAM R. HOWELL

Witness:

Vicki E. Hoffman

(Printed Name)

Vicki E. Hoffman

(Signature)

8126 Hunters Creek Road

(Address)

Holland, NY

(City, State)

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Gary G. Lenihan

GARY G. LENIHAN

Witness:

Vicki E. Hoffman

(Printed Name)

Vicki E. Hoffman

(Signature)

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Holland, NY

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DAVID G. WAPLES

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