

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Eric Ostendorff	08/29/2007
RECEIVING PARTY DATA	
Name:	Mattel, Inc.
Street Address:	333 Continental Blvd.
City:	El Sugundo
State/Country:	CALIFORNIA
Postal Code:	90245
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11744747
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NAME OF SUBMITTER:	Angie C. Farr
Total Attachments: 2 source=signed assignment#page1.tif source=signed assignment#page2.tif	

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ASSIGNMENT

WHEREAS, I, Eric Ostendorff of Torrance, California, have invented certain improvements in a TOY VEHICLE COLLISION SET, for which I filed U.S. provisional applications 60/798,010, filed May 4, 2006, titled "Vehicle Playset with Targeting Booster Mechanisms," and 60/812,190, filed June 9, 2006, titled "Vehicle Playset with Targeting Booster Mechanisms," and U.S. non-provisional patent application Serial No. 11/744,747, filed May 4, 2007; and

WHEREAS, Mattel, Inc. a California corporation, having its principal place of business at 333 Continental Blvd, El Segundo, California, 90245, is desirous of acquiring an interest therein;

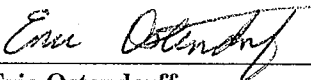
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged, I, Eric Ostendorff, have sold, assigned, and transferred, and do hereby sell, assign, and transfer, to Mattel, Inc., its successors and assigns, the full and exclusive right to the invention 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 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, 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 29th day of AUGUST, 2007.


Eric Ostendorff

Witness:

Signature: 

Name: KONSTANTINE DIAMOND

Address: 333 Continental Blvd

City & State: El Segundo CA 90245