

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jody L. Meger	10/16/2007
RECEIVING PARTY DATA	
Name:	Mattel, Inc.
Street Address:	333 Continental Boulevard
City:	El Segundo
State/Country:	CALIFORNIA
Postal Code:	90245
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	60808876
Application Number:	11754147
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	MAT 3Z072
NAME OF SUBMITTER:	Charles H. DeVoe
Total Attachments: 2	
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ASSIGNMENT

WHEREAS, I, Jody L. Meger of (City) Long Beach
(State) CA, have invented certain improvements in PRODUCT
PACKAGING WITH EXPANDING STRUCTURES, for which I filed U.S. Provisional
Patent Application Serial No. 60/808,876 on May 25, 2006, and U.S. Utility Patent
Application Serial No. 11/754,147 on May 25, 2007; 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, I, Jody L. Meger, 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.

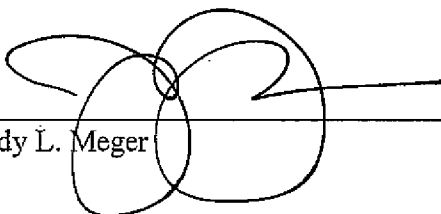
I hereby authorize and request the Patent Office officials in the United States
and any and all foreign countries to issue any and all of said Letters Patent, when granted,
to Mattel, Inc., as the assignee of my entire right, title, and interest in and to the same, for
the sole use of Mattel, Inc., and 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 I am the sole and

lawful owner of the entire right, title, and interest in and to the invention and the above-identified patent applications, and that the same are unencumbered, and that I 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 me 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 invention in the United States and in any and all foreign countries.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 16
day of October, 2007.



Jody L. Meger

Witness:

Signature: Patricia Delean

Name: Patricia Delean

Address: 333 Continental Blvd.

City & State: El Segundo, CA 90245