

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Glenn Yu</td> <td>11/08/2007</td> </tr> <tr> <td>Christopher Patrick Purcell</td> <td>11/08/2007</td> </tr> <tr> <td>Eric C. Ostendorff</td> <td>11/06/2007</td> </tr> <tr> <td>Steven M. Moran</td> <td>11/06/2007</td> </tr> </tbody> </table>		Name	Execution Date	Glenn Yu	11/08/2007	Christopher Patrick Purcell	11/08/2007	Eric C. Ostendorff	11/06/2007	Steven M. Moran	11/06/2007
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Christopher Patrick Purcell	11/08/2007										
Eric C. Ostendorff	11/06/2007										
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RECEIVING PARTY DATA											
Name:	Mattel, Inc.										
Street Address:	333 Continental Boulevard										
City:	El Segundo										
State/Country:	CALIFORNIA										
Postal Code:	90245										
PROPERTY NUMBERS Total: 1											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11855012</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11855012						
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CORRESPONDENCE DATA											
Fax Number:	(301)762-4056										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	3014243640										
Email:	saj@usiplaw.com										
Correspondent Name:	Edell Shapiro & Finnan LLC										
Address Line 1:	1901 Research Blvd										
Address Line 2:	Suite 400										
Address Line 4:	Rockville, MARYLAND 20850										
ATTORNEY DOCKET NUMBER:	1389.0028C										
NAME OF SUBMITTER:	Thomas W. Lynch										
Total Attachments: 4											

OP \$40.00 11855012

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**ASSIGNMENT
(Joint)**

Glenn YU, residing at 1773 Bedford Road, San Marino, CA 91108; and **Christopher Patrick PURCELL**, residing at 8136 Stewart Avenue, Westchester, CA 90045; and **Eric C. OSTENDORFF**, residing at 22030 Ladeene Avenue, Torrance, CA 90503; and **Steven M. MORAN**, residing at 22845 Epsilon Street, Woodland Hills, CA 91364 (each referred to as "Assignor") have invented an invention(s) (the "Invention(s)") set forth in an application for patent of the United States, entitled **Electronic Device with Speed Measurement and Output Generation**, and which is a:

- (1) provisional application
- (a) to be filed herewith; or
- (b) bearing Application No. _____, and filed on _____; or
- (2) non-provisional application
- (a) to be filed herewith; or
- (b) bearing Application No. 11/855,012, and filed on September 13, 2007.

WHEREAS, Mattel, Inc., a corporation duly organized under and pursuant to the laws of California, and having its principal place of business at 333 Continental Boulevard, El Segundo, CA 90245 (the "Assignee"), is desirous of acquiring the entire right, title, and interest in: the Invention(s); the application for patent identified in paragraph (1) or (2); the right to file applications for patent of the United States or other countries on the Invention(s); any application(s) for patent of the United States or other countries claiming priority to these application(s); any provisional or other right to recover damages, including royalties, for prior infringements of these applications; and any patent(s) of the United States or other countries that may be granted therefor or thereon.

NOW, THEREFORE, for good and sufficient consideration, the receipt of which is hereby acknowledged, and to the extent that the Assignor has not done so already via a prior agreement with the Assignee, or if the Assignor has already done so via a prior agreement with the Assignee then in confirmation of any obligation to do so in said prior agreement, the Assignor has sold, assigned, transferred, and set over, and by these presents does sell, assign, transfer, and set over, unto the Assignee, its successors, legal representatives, and assigns, the Assignor's entire right, title, and interest in:

- (a) the Invention(s);
- (b) the application for patent identified in paragraph (1) or (2);
- (c) the right to file applications for patent of the United States or other countries on the Invention(s), including all rights under the Paris Convention for the Protection of Industrial Property and under the Patent Cooperation Treaty;
- (d) any application(s) for patent of the United States or other countries claiming the Invention(s);
- (e) any application(s) for patent of the United States or other countries claiming priority to the application for patent identified in paragraph (1) or (2) or any

application(s) for patent claiming the Invention(s), including any division(s), continuation(s), and continuation(s)-in-part; and

(f) any provisional or other right to recover damages, including royalties, for prior infringements of any application for patent identified in the proceeding paragraphs (b)-(e); and

(g) any patent(s) of the United States or other countries that may be granted for or on any application for patent identified in the preceding paragraphs (b) – (e), including any reissue(s) and extension(s) of said patent(s).

The above-granted rights, titles, and interests are to be held and enjoyed by the Assignee, for its own use and behalf and the use and behalf of its successors, legal representatives, and assigns, as fully and entirely as the same would have been held and enjoyed by the Assignor had this sale and assignment not been made.

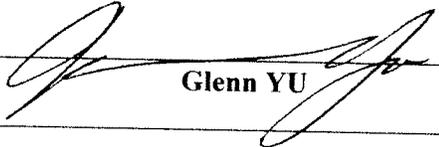
The Assignor hereby represents to the Assignee, its successors, legal representatives, and assigns, that, at the time of execution and delivery of these presents, or if applicable, at such time said prior agreement was executed, the Assignor is a lawful owner of an undivided interest in the entire right, title, and interest in and to the Invention(s), that the Invention(s) are unencumbered, except, if applicable, by obligation to assign in accordance with said prior agreement, and that the Assignor has good and full right and lawful authority to sell and convey the same in the manner set forth herein.

The Assignor hereby covenants and agrees to and with the Assignee, its successors, legal representatives, and assigns, that the Assignor will sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done in connection with any and all proceedings for the procurement, maintenance, enforcement and defense of the Invention(s), said applications, and said patents, including interference proceedings, without charge to the Assignee, its successors, legal representatives, and assigns, but at the cost and expense of the Assignee, its successors, legal representatives, and assigns.

The Assignor hereby authorizes and requests the attorneys of Edell, Shapiro & Finnan, LLC to insert in the spaces provided above the filing date, the application number, and the attorney docket number of the application identified in paragraph (1) or (2) when known.

The Assignor hereby requests the Commissioner of Patents to issue said patents of the United States to the Assignee for the sole use and behalf of the Assignee, its successors, legal representatives, and assigns.

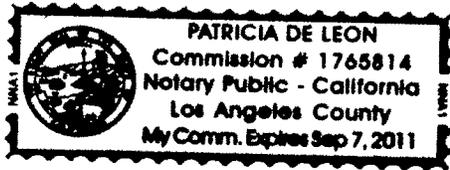
Date: 11-08-2007

By: 
Glenn YU

State of California

County of Los Angeles

Subscribed and sworn to (or affirmed) before me on this 8th day of November, 2007, by **Glenn Yu**, personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.



(seal)

Signature 

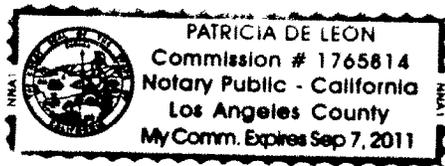
Date: 11/08/07

By: 
Christopher Patrick PURCELL

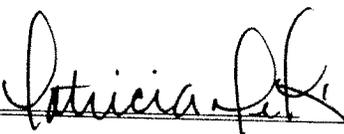
State of California

County of Los Angeles

Subscribed and sworn to (or affirmed) before me on this 8th day of November, 2007, by **Christopher Patrick Purcell**, personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.



(seal)

Signature 

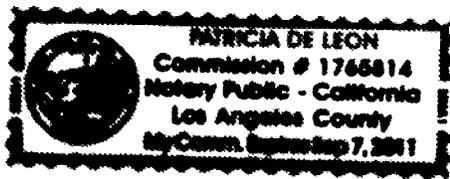
Date: 11/6/07

By: *Eric C. Ostendorff*
Eric C. OSTENDORFF

State of California

County of LOS ANGELES

Subscribed and sworn to (or affirmed) before me on this 6th day of November, 2007, by **Eric C. Ostendorff**, personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.



(seal)

Signature *Patricia de Leon*

Date: *S.M. Moran*
11/6/07

By: *S.M. Moran*
Steven M. MORAN

State of California

County of Los Angeles

Subscribed and sworn to (or affirmed) before me on this 6th day of November, 2007, by **Steven M. Moran**, personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.



(seal)

Signature *Patricia de Leon*