

PATENT ASSIGNMENT

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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>Mark Hardin</td> <td>12/04/2007</td> </tr> <tr> <td>Andy Chan</td> <td>12/13/2007</td> </tr> <tr> <td>Eric Skifstrom</td> <td>12/04/2007</td> </tr> <tr> <td>Jack Millerick</td> <td>01/14/2008</td> </tr> <tr> <td>Dominic Ambriz</td> <td>12/04/2007</td> </tr> </tbody> </table>		Name	Execution Date	Mark Hardin	12/04/2007	Andy Chan	12/13/2007	Eric Skifstrom	12/04/2007	Jack Millerick	01/14/2008	Dominic Ambriz	12/04/2007
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Dominic Ambriz	12/04/2007												
RECEIVING PARTY DATA													
Name:	Mattel, Inc.												
Street Address:	333 Continental Blvd												
City:	El Segundo												
State/Country:	CALIFORNIA												
Postal Code:	90245												
PROPERTY NUMBERS Total: 3													
<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>60849338</td> </tr> <tr> <td>Application Number:</td> <td>11865620</td> </tr> <tr> <td>PCT Number:</td> <td>US0780215</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	60849338	Application Number:	11865620	PCT Number:	US0780215				
Property Type	Number												
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CORRESPONDENCE DATA													
Fax Number:	(503)295-6679												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
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Correspondent Name:	Charles H DeVoe/Kolisch Hartwell												
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ATTORNEY DOCKET NUMBER:	MAT 3Z095												

CH \$120.00 60849338

NAME OF SUBMITTER:

Charles H. DeVoe

Total Attachments: 5

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ASSIGNMENT

WHEREAS, we, Mark Hardin of Hermosa Beach, California; Andy Chan of To Kwa Wan, Kowloon, Hong Kong; Eric Skifstrom of Manhattan Beach, California; Jack Millerick of San Jose, California; and Dominic Ambriz of Playa Del Ray, California, have invented certain improvements in ELECTRONIC PLAYSET for which we filed a U.S. Provisional Patent Application Serial No. 60/849,338 on October 2, 2006; U.S. Utility Patent Application Serial No. 11/865,620 on October 1, 2007, and PCT Patent Application Serial No. PCT/US2007/80215 on October 2, 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, we, Mark Hardin, Andy Chan, Eric Skifstrom, Jack Millerick, and Dominic Ambriz, have sold, assigned, and transferred, and do hereby sell, assign, and transfer, to Mattel, Inc., its successors and assigns, all of our rights to the invention in the United States and its territorial possessions and in all foreign countries, and our 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.

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 have good and full right and lawful authority to sell and convey in the manner herein set forth our entire right, title, and interest in and to the invention and to any and all of the above-identified patent applications naming us as inventors, and that the same are unencumbered.

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 invention in the United States and in any and all foreign countries.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 4th
day of December, 2007.

Mark Hardin
Mark Hardin

Witness:

Signature: Patricia DeLeon

Name: Patricia DeLeon

Address: 300 Continental Blvd.

City & State: El Segundo, CA 90245

IN TESTIMONY WHEREOF, I have hereunto set my hand this 13th
day of DECEMBER, 2007.

Andy Chan
Andy Chan

Witness:

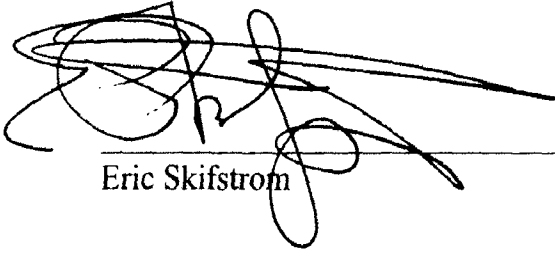
Signature: Carrie Chung

Name: CHUNG KA LAI CARRIE

Address: 13/F, SOUTH TOWER,
WORLD FINANCE CENTRE.

City & State: HARBOUR CITY, TSIMSHATSUI,
KOWLOON, H.K.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 4th
day of December, 2007.


Eric Skifstrom

Witness:

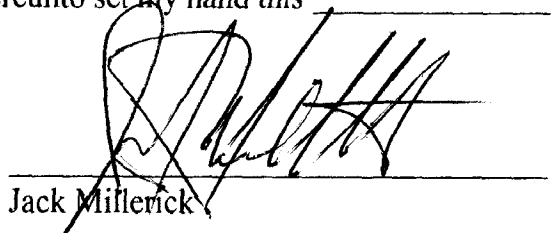
Signature: Patricia DeLeon

Name: Patricia DeLeon

Address: 3333 Continental Blvd.

City & State: El Segundo, CA 90245

IN TESTIMONY WHEREOF, I have hereunto set my hand this
day of 1-14 ²⁰⁰⁸ ~~2007~~


Jack Millerick

Witness:

Signature: Liane Gleaves

Name: Liane Gleaves

Address: 1015 Obrien Ct.

City & State: San Jose CA

IN TESTIMONY WHEREOF, I have hereunto set my hand this 4th
day of December, 2007.

Dominic Ambriz
Dominic Ambriz

Witness:

Signature: Patricia DeLeon

Name: Patricia DeLeon

Address: 333 Continental Blvd.

City & State: El Segundo, CA 90245