

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Steed Sun</td><td>11/11/2008</td></tr><tr><td>Binh Luong</td><td>11/18/2008</td></tr><tr><td>Peter Fan</td><td>11/12/2008</td></tr></tbody></table>	Name	Execution Date	Steed Sun	11/11/2008	Binh Luong	11/18/2008	Peter Fan	11/12/2008	
Name	Execution Date								
Steed Sun	11/11/2008								
Binh Luong	11/18/2008								
Peter Fan	11/12/2008								
RECEIVING PARTY DATA									
Name:	Mattel, Inc.								
Street Address:	333 Continental Blvd.								
City:	El Segundo								
State/Country:	CALIFORNIA								
Postal Code:	90245								
PROPERTY NUMBERS Total: 1									
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12210515</td></tr></tbody></table>	Property Type	Number	Application Number:	12210515					
Property Type	Number								
Application Number:	12210515								
CORRESPONDENCE DATA									
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ATTORNEY DOCKET NUMBER:	MATTP019/16188								
NAME OF SUBMITTER:	Grace Y. Schulz								
Total Attachments: 3									
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PATENT
REEL: 021878 FRAME: 0439

ASSIGNMENT

For good and valuable consideration, we, Steed Sun, a U.S. citizen, residing at 533 Gerona Avenue, San Gabriel, California 91775; Binh Luong, a U.S. citizen, residing at 13/F Flat C block 1 Humbert Road, Mei Foo Sun Chuen, Kowloon, Hong Kong; and Peter Fan, a U.S. citizen, residing at 2800 Maple Avenue, #8, Torrance, California 90503,

Hereby sell, assign and transfer to Mattel, Inc., having a principal place of business at 333 Continental Blvd., El Segundo, California 90245, hereinafter "Assignee", its successors, assigns and legal representatives, the entire right, title and interest in and for the United States and all foreign countries, in and to any and all improvements which are disclosed in the application for a United States Patent, which has been executed by the undersigned concurrently herewith, which bears U.S. application no. 12/210,515, was filed on September 15, 2008, and is entitled:

VEHICLE LAUNCHER ASSEMBLY

and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original and reissued patents which have been or shall be filed in the United States and all foreign countries on said improvements;

Agree that said Assignee may apply for and receive Letters Patent for said improvements in its own name; and that, when requested, without charge to but at the expense of said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and legal representatives, all facts known to the undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or legal representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns and legal representatives; and

Covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

ACKNOWLEDGEMENTS

Steed Sun

State of California)
County of Los Angeles) ss.

On this 12th day of November, 2008, before me, Patricia DeLeon,
Notary Public, who proved to me on the basis of satisfactory evidence to be the
person~~(s)~~ whose name~~(s)~~ is~~are~~ subscribed to the within instrument and
acknowledged to me that he~~/she/they~~ executed the same in his~~/her/their~~ authorized
capacity~~(ies)~~, and that by his~~/her/their~~ signature~~(s)~~ on the instrument the person~~(s)~~, or
the entity upon behalf of which the person~~(s)~~ acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that
the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Patricia DeLeon (Seal)

Binh Luong

Date

Witness

Date

Witness

Date

ACKNOWLEDGEMENTS

Peter Fan

State of California)
County of Los Angeles) ss.

On this 12th day of November, 2008, before me, Patricia DeLeon,
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capacity~~(ies)~~, and that by his~~/her/their~~ signature~~(s)~~ on the instrument the person~~(s)~~, or
the entity upon behalf of which the person~~(s)~~ acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that
the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Patricia DeLeon (Seal)



ACKNOWLEDGEMENTS

State of California)
) ss.
County of)

On this ____ day of _____, 2008, before me, _____
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the entity upon behalf of which the person(s) acted, executed the instrument.

Steed Sun

I certify under PENALTY OF PERJURY under the laws of the State of California that
the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature _____ (Seal)

Binh Luong
Binh Luong

11/18/08
Date

Nguyen
Witness

11/18/08
Date

Nguyen
Witness

Nov 18, 08
Date

ACKNOWLEDGEMENTS

State of California)
) ss.
County of)

On this ____ day of _____, 2008, before me, _____
Notary Public, who proved to me on the basis of satisfactory evidence to be the
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the entity upon behalf of which the person(s) acted, executed the instrument.

Peter Fan

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Signature _____ (Seal)