

PATENT ASSIGNMENT

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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>Ronald Torres</td><td>01/07/2009</td></tr><tr><td>Abraham Lugo</td><td>01/07/2009</td></tr><tr><td>Jeffrey Fuller</td><td>01/07/2009</td></tr><tr><td>Samuel Rosen</td><td>01/17/2009</td></tr></tbody></table>	Name	Execution Date	Ronald Torres	01/07/2009	Abraham Lugo	01/07/2009	Jeffrey Fuller	01/07/2009	Samuel Rosen	01/17/2009	
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Ronald Torres	01/07/2009										
Abraham Lugo	01/07/2009										
Jeffrey Fuller	01/07/2009										
Samuel Rosen	01/17/2009										
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"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>29326562</td></tr></tbody></table>	Property Type	Number	Application Number:	29326562							
Property Type	Number										
Application Number:	29326562										
CORRESPONDENCE DATA											
Fax Number:	(503)295-6679										
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NAME OF SUBMITTER:	Peter D. Sabido										
Total Attachments: 4											
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ASSIGNMENT

WHEREAS, we, Ronald Torres of Hacienda Heights, California, Samuel Rosen of San Francisco, California, Abraham Lugo of Los Angeles, California, and Jeffrey Fuller of Huntington Beach, California have invented certain improvements in TOY VEHICLE, for which we filed U.S. Design Patent Application Serial No. 29/326,562 on October 20, 2008; and

WHEREAS, Mattel, Inc. a Delaware Corporation, having its principal place of business in El Segundo, California, is desirous of acquiring an interest therein;

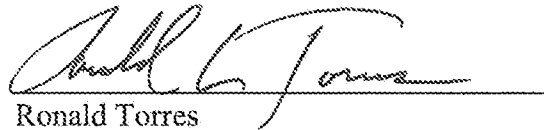
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged, we, Samuel Rosen, Abe Lugo, Jeff Fuller, and Ronald Torres have sold, assigned, and transferred, and do hereby sell, assign, and transfer, to Mattel, Inc., its successors and assigns, the 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.

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.

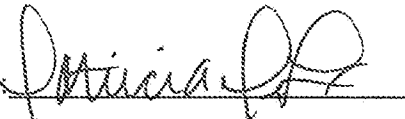
Further, we hereby covenant and agree to and with Mattel, Inc., and its successors and assigns, at the time of execution and delivery of these presents, that we are the sole and lawful owner of the entire right, title, and interest in and to the invention and the above-identified patent application, 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, 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 7th day
of January, 2008.


Ronald Torres

Witness:


Signature: 

Name: Patricia DeLeon

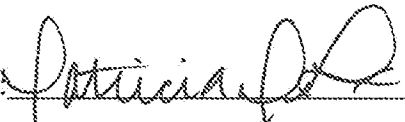
Address: 333 Continental Blvd.

City & State: El Segundo, CA 90245

IN TESTIMONY WHEREOF, I have hereunto set my hand this 7th
day of January, 2008.


Abraham Lugo

Witness:

Signature: 

Name: Patricia DeLeon

Address: 333 Continental Blvd.

City & State: El Segundo, CA 90245

IN TESTIMONY WHEREOF, I have hereunto set my hand this th day
of January, 2008.


Jeffrey Fuller

Witness:

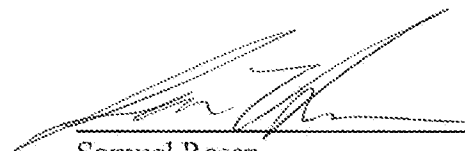
Signature: Patricia DeLeon

Name: Patricia DeLeon

Address: 333 Continental Blvd.

City & State: El Segundo, CA 90245

IN TESTIMONY WHEREOF, I have hereunto set my hand this 17 day
of JANUARY, 2008.


Samuel Rosen

Witness:

Signature: _____

Name: _____

Address: _____

City & State: _____