

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Jeffrey W Reynolds		12/18/2008
RECEIVING PARTY DATA		
Name:	Mattel, Inc.	
Street Address:	333 Continental Boulevard	
City:	El Segundo	
State/Country:	CALIFORNIA	
Postal Code:	90245	
PROPERTY NUMBERS Total: 3		
Property Type	Number	
Application Number:	60830975	
Application Number:	11510226	
PCT Number:	US0715285	
CORRESPONDENCE DATA		
Fax Number:	(503)295-6679	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	5032246655	
Email:	merissa@khpateent.com	
Correspondent Name:	Steven W. Hudnut/Kolisch Hartwell et al.	
Address Line 1:	520 SW Yamhill Street, Ste. 200	
Address Line 4:	Portland, OREGON 97204	
ATTORNEY DOCKET NUMBER:	MPW 3M6	
NAME OF SUBMITTER:	Steven W. Hudnut	
Total Attachments: 3 source=20090211_Assignment_by_Reynolds_MPW3M6#page1.tif source=20090211_Assignment_by_Reynolds_MPW3M6#page2.tif		

CH \$120.00 60830975

500779323

PATENT
REEL: 022245 FRAME: 0517

ASSIGNMENT

WHEREAS, I, JEFFREY W. REYNOLDS of East Aurora, New York have invented certain improvements in CHILDREN'S RIDE-ON VEHICLES HAVING GROUND DETECTION SYSTEMS, for which I filed U.S. Provisional Patent Application Serial No. 60/830,975 on July 13, 2006; U.S. Utility Patent Application Serial No. 11/510,226 on August 24, 2006; and PCT Patent Application Serial No. PCT/US2007/015285 on July 9, 2007; and

WHEREAS, MATTEL, INC., a Delaware corporation, having its principal place of business in El Segundo, County of Los Angeles, State of 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, JEFFREY W. REYNOLDS, 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 our 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 18th day
of December, 2008.

Jeffrey W. Reynolds
JEFFREY W. REYNOLDS

Witness:

Vicki Hoffman
(Printed Name)

Vicki Hoffman
(Signature)

8126 Hunters Creek Rd
(Address)

Holland, NY
(City, State)