

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>Scott H McIlvain</td> <td>03/31/2009</td> </tr> <tr> <td>Domenic T Gubitosi</td> <td>03/31/2009</td> </tr> </tbody> </table>		Name	Execution Date	Scott H McIlvain	03/31/2009	Domenic T Gubitosi	03/31/2009
Name	Execution Date						
Scott H McIlvain	03/31/2009						
Domenic T Gubitosi	03/31/2009						
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" 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>29334738</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29334738		
Property Type	Number						
Application Number:	29334738						
CORRESPONDENCE DATA							
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NAME OF SUBMITTER:	Steven W. Hudnut						
Total Attachments: 3 source=20090331_Assignment_MPW3P3D#page1.tif source=20090331_Assignment_MPW3P3D#page2.tif source=20090331_Assignment_MPW3P3D#page3.tif							

CH \$40.00 29334738

ASSIGNMENT

WHEREAS, we, Scott H. McIlvain of Holland, New York, and Domenic T. Gubitosi of East Aurora, New York, have invented certain improvements in PARTIAL CHASSIS FOR A CHILDREN'S RIDE-ON VEHICLE, for which we are filing a U.S. Design patent application to be filed herewith; 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, Scott H. McIlvain and Domenic T. Gubitosi, 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.

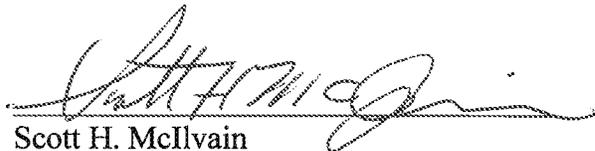
We hereby authorize and request the Patent Office officials in the United States and any and all foreign countries to issue any and all of said Letters Patent, when granted, to Mattel, Inc., as the assignee of our entire right, title, and interest in and to the same, for the sole use of Mattel, Inc., 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 design 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 31st
day of March, 2009.


Scott H. McIlvain

Witness:

Signature: Vicki E. Hoffman

Name: Vicki E. Hoffman

Address: 8126 Hunters Creek Rd

City & State: Holland, NY

IN TESTIMONY WHEREOF, I have hereunto set my hand this 31st
day of March 2009.


Domenic T. Gubitosi

Witness:

Signature: Vicki E. Hoffman

Name: Vicki E. Hoffman

Address: 8126 Hunters Creek Rd

City & State: Holland, NY