

PATENT ASSIGNMENT

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Mary G. Mastro Simone-Gese | 04/20/2009 |
| RECEIVING PARTY DATA | |
| Name: | Mattel, Inc. |
| Street Address: | 333 Continental Boulevard |
| City: | El Segundo |
| State/Country: | CALIFORNIA |
| Postal Code: | 90245 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 12353494 |
| CORRESPONDENCE DATA | |
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| ATTORNEY DOCKET NUMBER: | 0621.1440C |
| NAME OF SUBMITTER: | Howard R. Richman |
| Total Attachments: 2 source=ExecutedAssignment#page1.tif source=ExecutedAssignment#page2.tif | |

OP \$40.00 12353494

**ASSIGNMENT
(Sole)**

Mary G. Mastrosimone-Gese, residing at 831 East Fillmore Avenue, East Aurora, NY 14052-1901 (referred to as "Assignor") has invented an invention(s) (the "Invention(s)") set forth in an application for patent of the United States, entitled Nursing Pillow, and which is a:

- (1) provisional application
- (a) to be filed herewith; or
- (b) bearing Application No. , and filed on ; or
- (2) non-provisional application
- (a) to be filed herewith; or
- (b) bearing Application No. 12/353,494, and filed on January 14, 2009.

WHEREAS, Mattel, Inc., a corporation duly organized under and pursuant to the laws of Delaware, and having its principal place of business at 333 Continental Blvd., El Segundo, CA 90245-5012 (the "Assignee"), is desirous of acquiring the entire right, title, and interest in: the Invention(s); the application for patent identified in paragraph (1) or (2); the right to file applications for patent of the United States or other countries on the Invention(s); any application(s) for patent of the United States or other countries claiming priority to these application(s); any provisional or other right to recover damages, including royalties, for prior infringements of these applications; and any patent(s) of the United States or other countries that may be granted therefor or thereon.

NOW, THEREFORE, for good and sufficient consideration, the receipt of which is hereby acknowledged, and to the extent that the Assignor has not done so already via a prior agreement with the Assignee, or if the Assignor has already done so via a prior agreement with the Assignee then in confirmation of any obligation to do so in said prior agreement, the Assignor has sold, assigned, transferred, and set over, and by these presents does sell, assign, transfer, and set over, unto the Assignee, its successors, legal representatives, and assigns, the Assignor's entire right, title, and interest in:

- (a) the Invention(s);
- (b) the application for patent identified in paragraph (1) or (2);
- (c) the right to file applications for patent of the United States or other countries on the Invention(s), including all rights under the Hague Convention, the Paris Convention for the Protection of Industrial Property, and under the Patent Cooperation Treaty;
- (d) any application(s) for patent of the United States or other countries claiming the Invention(s);
- (e) any application(s) for patent of the United States or other countries claiming priority to the application for patent identified in paragraph (1) or (2) or any application(s) for patent claiming the Invention(s), including any division(s), continuation(s), and continuation(s)-in-part;
- (f) any provisional or other right to recover damages, including royalties, for prior infringements of any application for patent identified in the preceding paragraphs (b)-(e); and

