

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Gabriel De La Torre	01/13/2010
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:	12581643
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	MAT0070US2
NAME OF SUBMITTER:	Christopher C. Boehm
Total Attachments: 2 source=2H19900#page1.tif source=2H19900#page2.tif	

OP \$40.00 12581643

ASSIGNMENT

WHEREAS I, GABRIEL DE LA TORRE (hereinafter referred to as "ASSIGNOR") of 6603 Chalet Drive, Bell Gardens, CA, USA; have invented certain new and useful improvements invented and originated by me in:

TOY WITH AUDIO AND VISUAL FEEDBACK

and for which I have filed application serial number 12/581,643 for Letters Patent of the United States on October 19, 2009;

AND WHEREAS, MATTEL, INC. (hereinafter referred to as "ASSIGNEE"), a corporation organized and existing under the laws of the state of Delaware in the United States of America, having a place of business at 333 Continental Boulevard, El Segundo, California, United States of America, is desirous of acquiring an interest in the United States and all foreign countries, in and to the said invention and Letters Patent to be obtained therefor;

NOW THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, I, the said ASSIGNOR, have assigned and transferred, and hereby assign and transfer unto the said ASSIGNEE, the entire right, title and interest in and to said invention in the United States and in all foreign countries, including priority rights, as fully set forth and described in said application; and I do hereby authorize and request the Commissioner of Patents to issue said Letters Patent on said application, and any and all Letters Patent that may be issued upon any and all revivals, refilings, continuations, continuations-in-part, divisions and reissues thereof, to the said ASSIGNEE, an assignee of the entire right, title and interest in and to the same, for the sole use and behoof of ASSIGNEE, its successors and assigns; and I do hereby agree that the said ASSIGNEE, may apply for foreign Letters Patent on said invention and that I will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by the said ASSIGNEE, its successors or assigns, and that I will, at the cost and expense of the said ASSIGNEE fully assist and cooperate in all

matters in connection with the United States and foreign applications and patents issuing thereon.

The undersigned declares that all statements made herein of his own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Date: 1/13/2010 _____  _____ L.S.
GABRIEL DE LA TORRE

ACKNOWLEDGMENT


State of California
County of Los Angeles

On 1-13-10 before me, Ronellie C. Pasion, Notary Public
(insert name and title of the officer)

personally appeared GABRIEL DE LA TORRE 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  (Seal)

