

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Austin Rucker	03/04/2010
RECEIVING PARTY DATA	
Name:	Mattel, Inc.
Street Address:	333 Continental Blvd
City:	El Segundo
State/Country:	CALIFORNIA
Postal Code:	90245
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12642333
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	MAT 3Z149
NAME OF SUBMITTER:	Carla Todenhagen
Total Attachments: 2 source=20100311_Assignment_MAT3Z149#page1.tif source=20100311_Assignment_MAT3Z149#page2.tif	

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PATENT
REEL: 024065 FRAME: 0930

ASSIGNMENT

WHEREAS, I, Austin Rucker, of (City)_____,
(State)_____, have invented certain improvements in INTERACTIVE TOY
FOR AUDIO OUTPUT, for which I filed U.S. Utility Patent Application Serial No.
12/642,333 on December 18, 2009; 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, I, Austin Rucker, 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.

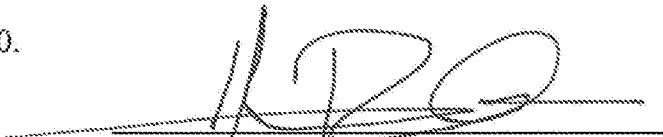
I hereby authorize and request the Patent Office officials in the United States
and any and all foreign countries to issue any and all of said Letters Patent, when granted,
to Mattel, Inc., as the assignee of my entire right, title, and interest in and to the same, for
the sole use of Mattel, Inc., and 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 application, 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 4th
day of MARCH, 2010.


Austin Rucker

Witness:

Signature: 

Name: Patricia Debin

Address: 333 Continental Blvd.

City & State: El Segundo, CA 90245