

PATENT ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Gravity, Incorporated	03/05/2010
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
Patent Number:	6578496
Patent Number:	6851375
Patent Number:	7318380
CORRESPONDENCE DATA	
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Address Line 4:	Rockville, MARYLAND 20850
ATTORNEY DOCKET NUMBER:	0621.1759M
NAME OF SUBMITTER:	Howard R. Richman
Total Attachments: 2 source=GravityAssignmentExecuted#page1.tif	

OP \$120.00 6578496

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PATENT
REEL: 024091 FRAME: 0244

CONFIRMATORY ASSIGNMENT OF PATENT RIGHTS

Gravity, Incorporated, a corporation duly organized under and pursuant to the laws of Ohio, and having its principal place of business at 1211 Lancaster Drive, Union, KY 41091 (herein referred to as "Assignor") hereby acknowledges that pursuant to the Patent Assignment agreement executed March 26, 2008 (herein referred to as "the Patent Agreement"), the Assignor sold, assigned, transferred, and set over, unto Mattel, Inc., a corporation duly organized under and pursuant to the laws of Delaware, and having its principal place of business at 333 Continental Boulevard, El Segundo, California 90245-5012 (herein referred to as "Assignee"), the entire right, title, and interest in and to invention(s) set forth in the patent(s) and patent application(s) identified in the Patent Agreement and as set forth below:

Letters Patents

Patent No.: 6,578,496

Issue Date: 6/17/2003

Application No.: 09/812,650

Filing Date: 3/20/2001

Title: HIGHCHAIR TRAY WITH
REMOVABLE INSERTS



Patent No.: 6,851,375

Issue Date: 2/8/2005

Application No.: 10/460,867

Filing Date: 6/13/2003

Title: HIGHCHAIR TRAY WITH
REMOVABLE INSERTS



Patent No.: 7,318,380

Issue Date: 1/15/2008

Application No.: 11/046,985

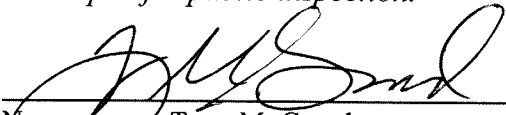
Filing Date: 01/31/2005

Title: HIGHCHAIR TRAY WITH
REMOVABLE INSERTS




The Assignor agrees that the Assignee may record this Confirmatory Assignment in the U.S. Patent & Trademark Office, where it will be open for public inspection.

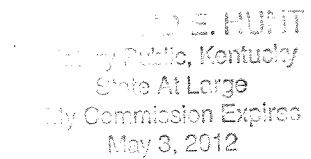
Date: 3/5/10

By: 
 Name: Tony M. Guard
 Title: President
 Company: Gravity, Incorporated

State of KY
 County of Boone ss.
 On March 5th 2010, before me, RAYMOND HUNT, personally appeared Tony M. Guard, personally known to me or 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.

WITNESS my hand and official seal.


 Signature of Notary Public


 RAYMOND E. HUNT
 Notary Public, Kentucky
 State At Large
 My Commission Expires
 May 3, 2012

Place Notary Seal Above