

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Jacob J. Clark	05/27/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Mattel, Inc.
<b>Street Address:</b>	333 Continental Boulevard
<b>City:</b>	El Segundo
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90245
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	11900869
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(503)224-7329
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	503-224-7529
<b>Email:</b>	robin@dascenzoiplaw.com
<b>Correspondent Name:</b>	DASCENZO INTELLECTUAL PROPERTY LAW, P.C.
<b>Address Line 1:</b>	522 SW 5th Avenue, Suite 925
<b>Address Line 4:</b>	Portland, OREGON 97204
<b>ATTORNEY DOCKET NUMBER:</b>	MPW 3M5A
<b>NAME OF SUBMITTER:</b>	David S. D'Ascenzo
<b>Total Attachments: 3</b> source=assignment_MPW3M5A_6-7-10#page1.tif source=assignment_MPW3M5A_6-7-10#page2.tif source=assignment_MPW3M5A_6-7-10#page3.tif	

CH \$40.00 11900869

### RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)**

JACOB J. CLARK

Additional name(s) of conveying party(ies) attached?  Yes  No

**2. Name and address of receiving party(ies)**

Name: MATTEL, INC.

Internal Address: \_\_\_\_\_

Street Address: 333 CONTINENTAL BOULEVARD

City: EL SEGUNDO

State: CALIFORNIA

Country: USA Zip: 90245

Additional name(s) & address(es) attached?  Yes  No

**3. Nature of conveyance/Execution Date(s):**

Execution Date(s) MAY 27, 2010

- Assignment  Merger
- Security Agreement  Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other \_\_\_\_\_

**4. Application or patent number(s):**

This document is being filed together with a new application.

A. Patent Application No.(s)

11/900,869

B. Patent No.(s)

Additional numbers attached?  Yes  No

**5. Name and address to whom correspondence concerning document should be mailed:**

Name: DAVID S. D'ASCENZO

Internal Address: DASCENZO INTELLECTUAL PROPERTY  
LAW, P.C.

Street Address: 522 SW 5TH AVENUE, SUITE 925

City: PORTLAND

State: OREGON Zip: 97204

Phone Number: (503) 224-7529

Fax Number: (503) 224-7329

Email Address: david@dascenzoiplaw.com

**6. Total number of applications and patents involved:** 1**7. Total fee (37 CFR 1.21(h) & 3.41)** \$ 40.00

- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

**8. Payment Information**

Deposit Account Number 50-4551

Authorized User Name DAVID S. D'ASCENZO

**9. Signature:**

  
Signature

June 7, 2010

Date

David S. D'Ascenzo  
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

**ASSIGNMENT**

WHEREAS, I, JACOB J. CLARK, of East Aurora, County of Erie, State of New York, have invented certain improvements in CHILDREN'S RIDE-ON VEHICLES WITH WINDOW MECHANISMS for which an application for Letters Patent of the United States was filed on September 12, 2007, and was given U.S. Patent Application Serial No. 11/900,869; and

WHEREAS, MATTEL, INC., a Delaware corporation, having its principal place of business in El Segundo, County of Los Angeles, State of 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, JACOB J. CLARK, have sold, assigned and transferred, and by these presents do sell, assign and transfer unto MATTEL, INC. the full and exclusive right to the said invention in the United States and its territorial possessions and in any and all foreign countries and the entire right, title and interest in and to any and all Letters Patent which 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 related U.S. and foreign patent applications, including PCT patent applications, divisionals, reissues, continuations 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., its successors and assigns.

Further, I hereby acknowledge and agree that at the time of execution of this assignment, I have good and full right and lawful authority to execute this assignment and to convey the above-indicated rights to MATTEL, INC., its successors and assigns.

Further, I agree that I will communicate to the said MATTEL, INC. or its representatives any facts known to me respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all related, divisional, continuation, substitution, renewal, reissue, PCT, and foreign 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., its successors and assigns, to obtain and enforce proper protection for said invention in the United States and in any and all foreign countries.

IN TESTIMONY WHEREOF, I have hereunto set my hand.

  
\_\_\_\_\_  
JACOB J. CLARK  
Date: 5/27/2010

Witness:

Ingrid Waters  
(Printed Name)

Ingrid Waters  
(Signature)

854 E. Fillmore Ave.  
(Address)

East Aurora, NY  
(City, State)