

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1" style="width: 100%; border-collapse: collapse;"><thead><tr><th style="width: 70%;">Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Brandon Sopinsky</td><td>06/07/2011</td></tr><tr><td>Michael L. Strauss</td><td>06/07/2011</td></tr></tbody></table>		Name	Execution Date	Brandon Sopinsky	06/07/2011	Michael L. Strauss	06/07/2011
Name	Execution Date						
Brandon Sopinsky	06/07/2011						
Michael L. Strauss	06/07/2011						
RECEIVING PARTY DATA							
Name:	Mattel , Inc.						
Street Address:	333 Continental Boulevard						
City:	El Segundo						
State/Country:	CALIFORNIA						
Postal Code:	90245						
PROPERTY NUMBERS Total: 1							
<table border="1" style="width: 100%; border-collapse: collapse;"><thead><tr><th style="width: 30%;">Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>13093398</td></tr></tbody></table>		Property Type	Number	Application Number:	13093398		
Property Type	Number						
Application Number:	13093398						
CORRESPONDENCE DATA							
Fax Number:	(860)286-0115						
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NAME OF SUBMITTER:	Christopher C. Boehm						
Total Attachments: 3 source=4G38014#page1.tif source=4G38014#page2.tif source=4G38014#page3.tif							

OP \$40.00 13093398

ASSIGNMENT

WHEREAS we, BRANDON SOPINSKY and MICHAEL L. STRAUSS (hereinafter referred to as "ASSIGNORS") of 2031 East Mariposa Ave, El Segundo, CA, USA and 2275 N. Legion Dr., Signal Hill, CA, USA, respectively; have invented certain new and useful improvements in:

TOY

and for which we have filed application serial number 13/093,398 for Letters Patent of the United States on April 25, 2011;

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, we, the said ASSIGNORS, 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 we 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 we do hereby agree that the said ASSIGNEE, may apply for foreign Letters Patent on said invention and that we 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

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that we 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: 6/7/11 _____
 _____ L.S.
BRANDON SOPINSKY

ACKNOWLEDGMENT

State of California
County of Los Angeles

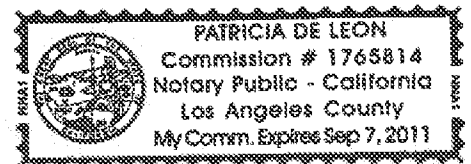
On June 7, 2011 before me, Patricia DeLeon, Notary Public
(insert name and title of the officer)

personally appeared BRANDON SOPINSKY 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 Patricia DeLeon _____ (Seal)



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Date: June 7-11

[Signature]
MICHAEL L. STRAUSS

L.S.

ACKNOWLEDGMENT

State of California
County of Los Angeles

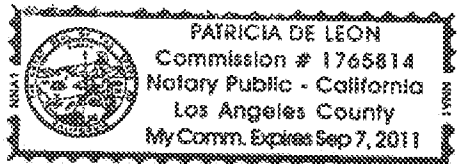
On June 7, 2011 before me, Patricia DeLeon, Notary Public
(insert name and title of the officer)

personally appeared MICHAEL L. STRAUSS 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 [Signature] (Seal)



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