

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Keith Hippely</td> <td>01/04/2012</td> </tr> <tr> <td>Michael Lee</td> <td>01/10/2012</td> </tr> </tbody> </table>		Name	Execution Date	Keith Hippely	01/04/2012	Michael Lee	01/10/2012				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>Mattel, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>333 Continental Boulevard</td> </tr> <tr> <td>City:</td> <td>El Segundo</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>90245</td> </tr> </table>		Name:	Mattel, Inc.	Street Address:	333 Continental Boulevard	City:	El Segundo	State/Country:	CALIFORNIA	Postal Code:	90245
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PROPERTY NUMBERS Total: 1											
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Application Number:	13294904										
CORRESPONDENCE DATA											
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NAME OF SUBMITTER:	Charles H. DeVoe										
<p>Total Attachments: 3 source=20120104_Assignment_MAT3Z165#page1.tif source=20120104_Assignment_MAT3Z165#page2.tif source=20120104_Assignment_MAT3Z165#page3.tif</p>											

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PATENT

ASSIGNMENT

WHEREAS, we, Keith Hippely of Manhattan Beach, California and Michael Lee of Valencia, California, have invented certain new and useful improvements as described in:

- a U.S. patent application entitled TOY VEHICLE STORAGE CASE WITH RACE TRACK, filed on November 11, 2011 as U.S. Patent Application Serial No. 13/294,904; and
- a U.S. provisional patent application entitled TOY VEHICLE STORAGE CASE WITH RACE TRACK, filed on November 12, 2010 as U.S. Patent Application Serial No. 61/413,301 ; and
- a Chinese patent application entitled TOY VEHICLE STORAGE CASE WITH RACE TRACK, filed on November 10, 2011 as Chinese Patent Application Serial No. _____; and
- including any provisional patent applications or nonprovisional patent applications which are claimed for priority by any patent application listed above;

WHEREAS, Mattel, Inc., is desirous of acquiring an interest therein;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged, we, Keith Hippely and Michael Lee, 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.

We 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 our entire right, title, and interest in and to the same, for the sole use of Mattel, Inc., and its successors and assigns.

Further, we 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 we are the sole and lawful owner of the entire right, title, and interest in and to the invention and the above-identified patent application(s), and that the same are unencumbered, and that we have good and full right and lawful authority to sell and convey the same in the manner herein set forth.

Further, we agree that we will communicate to Mattel, Inc., or its representatives, any facts known to us 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 JAN, 2012

Keith Hippely
Keith Hippely

Witness:

Signature: Patricia DeLeon

Name: Patricia DeLeon

Address: 3223 Continental Blvd.

City & State: El Segundo, CA 90245

IN TESTIMONY WHEREOF, I have hereunto set my hand this 10
day of January, 2012

Michael Lee
Michael Lee

Witness:

Signature: Patricia DeLeon

Name: Patricia DeLeon

Address: 3223 Continental Blvd.

City & State: El Segundo, CA 90245