

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>Bill Benecke</td> <td>12/04/2012</td> </tr> <tr> <td>Thai Cheng Chen</td> <td>12/04/2012</td> </tr> </tbody> </table>		Name	Execution Date	Bill Benecke	12/04/2012	Thai Cheng Chen	12/04/2012
Name	Execution Date						
Bill Benecke	12/04/2012						
Thai Cheng Chen	12/04/2012						
RECEIVING PARTY DATA							
Name:	Mattel, Inc.						
Street Address:	333 Continental Boulevard						
City:	El Segundo						
State/Country:	CALIFORNIA						
Postal Code:	90245-5012						
PROPERTY NUMBERS Total: 1							
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13631403</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13631403		
Property Type	Number						
Application Number:	13631403						
CORRESPONDENCE DATA							
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
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NAME OF SUBMITTER:	Charles H. DeVoe						
	This document serves as an Oath/Declaration (37 CFR 1.63).						
<p>Total Attachments: 3 source=20121204_Signed_Declaration_Assignment_MAT3Z169#page1.tif source=20121204_Signed_Declaration_Assignment_MAT3Z169#page2.tif source=20121204_Signed_Declaration_Assignment_MAT3Z169#page3.tif</p>							

CH \$40.00 13631403

DECLARATION (37 C.F.R. 1.63) FOR UTILITY PATENT APPLICATION USING AN APPLICATION DATA SHEET (37 C.F.R. 1.76) AND ASSIGNMENT

Title of Application: ANIMATED TOY FIGURE

As a below named inventor, I hereby declare that:

This declaration is directed to United States application serial number 13/631,403 filed on September 28, 2012.

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I have reviewed and understand the contents of the application, including the claims.

I am aware of the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in 37 CFR Section 1.56.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

WHEREAS, we, Bill Benecke of Redondo Beach, California and Thai Cheng Chen of Cerritos, California, have invented certain new and useful improvements as described in:

- a U.S. patent application entitled ANIMATED TOY FIGURE filed on September 28, 2012 as U.S. Patent Application Serial No. 13/631,403; and
- a U.S. provisional patent application entitled ANIMATED TOY FIGURE filed on September 28, 2011 as U.S. Provisional Patent Application Serial No. 61/540,376 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, Bill Benecke and Thai Cheng Chen, 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 Dec. 4 day of December, 2012.

Bill Benecke
Bill Benecke

Witness:

Signature: Patricia De Leon

Name: Patricia De Leon

Address: 333 Continental Blvd.

City & State: El Segundo, CA 90245

IN TESTIMONY WHEREOF, I have hereunto set my hand this 4th day
of December, 2012.

Thai Cheng Chen
Thai Cheng Chen

Witness:

Signature: Patricia De Leon

Name: Patricia De Leon

Address: 333 Continental Blvd.

City & State: El Segundo, CA 90245