PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT |
|-----------------------|----------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date |
|------------------|----------------|
| Carl J Kamph | 01/28/2013 |
| C Kit Ho | 01/24/2013 |
| Andrew J Riggs | 01/23/2013 |
| Erich Weidetz | 01/23/2013 |
| Paul D Middleton | 02/13/2013 |

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

| Property Type | Number |
|---------------------|----------|
| Application Number: | 13677084 |

CORRESPONDENCE DATA

Fax Number: 5039729115

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 5032246655

Email: heidi@khpatent.com
Correspondent Name: Kolisch Hartwell PC

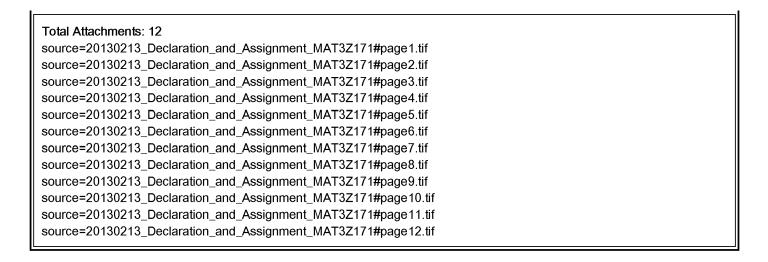
Address Line 1: 520 SW Yamhill Street, Suite 200
Address Line 4: Portland, OREGON 97204

Address Line 4: Portland, OREGON 97204

| ATTORNEY DOCKET NUMBER: | MAT 3Z171 |
|-------------------------|---|
| NAME OF SUBMITTER: | Charles H. DeVoe |
| | This document serves as an Oath/Declaration (37 CER 163). |

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PATENT REEL: 029808 FRAME: 0471

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: ELECTRONIC TOY

As a below named inventor, I hereby declare that:

This declaration is directed to United States application serial number 13/677,084 filed on 11/14/2012.

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, Carl J. Kamph of Bethlehem, Pennsylvania, C. Kit Ho of Rosemead, California, Andrew J. Riggs of El Segundo, California, Erich Weidetz of Santa Monica, California, and Paul D. Middleton of Santa Monica, California, have invented certain new and useful improvements as described in:

- a U.S. patent application entitled ELECTRONIC TOY, filed on 11/14/2012 as U.S. Patent Application Serial No. 13/877,084;
- a U.S. provisional patent application entitled ELECTRONIC TOY, filed on 61/560,552, filed 11/16/2011 as U.S. Patent Application Serial No.;
- a Chinese patent application entitled ELECTRONIC TOY, filed on 11/16/2012 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, Carl J. Kamph, C. Kit Ho, Andrew J. Riggs, Erich Weidetz, and Paul D. Middleton, have sold, assigned, and transferred, and do hereby sell, assign, and transferr, 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

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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 caths, 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 hereunt | to set my hand this <u>2574</u> day |
|--------------------------------------|-------------------------------------|
| of <u>Jacobs</u> 2013. | |
| | Carl J. Kamph |
| Witness: ← | |
| Signature: <u>Carl Larpl</u> | |
| Name: <u>Carol Kamph</u> | dotacodo |
| Address 40) Plas noch Anio | NDT E-1 |

City & State: Bethlehem, PA 18018

Alternay Docket No.: MAT3Z171

| IN TESTIMONY WHEREOF, I have hereunto a of, 2013. | set my hand this | in the second se |
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| \$ | C. Kill Ho | |
| Witness: Signature Litrical Q | | Management . |
| Name: 44/4/4 V/ (Zd) | × | |
| Address 200 Carta Katal PAVA. | x. | |
| City & State: El Grando, (A. ANK | Ź | |
| IN TESTIMONY WHEREOF, I have hereunto so of | el coy hand this 2 | 2 |
| Witness: Aticical Signature Aticical | Vinniau n' Gifta 🗸 | - V |
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| City & State: El Expyo.M. (A. G.)245 | 7 | 710 |
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Page 3 of 4 - DECLARATION AND ASSIGNMENT TO Mattel, Inc.

| IN TESTIMONY WHEREOF, I have hereunto set my of, 2013. | hand this day |
|--|---------------|
| | D. Middleton |
| Witness: | |
| Signature: | |
| Varre: | |
| Address: | |
| City & State: | |

Page 4 of 4 - DECLARATION AND ASSIGNMENT TO Mattel, Inc.

Attorney Docket No.: MAT3Z171

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Title of Application: ELECTRONIC TOY

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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.

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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, Carl J. Kamph of Bethlehem, Pennsylvania, C. Kit Ho of Rosemead, California, Andrew J. Riggs of El Segundo, California, Erich Weidetz of Santa Monica, California, and Paul D. Middleton of San Francisco, California, have invented certain new and useful improvements as described in:

- a U.S. patent application entitled ELECTRONIC TOY, filed on 11/14/2012 as U.S. Patent Application Serial No. 13/677,084;
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- 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, Carl J. Kamph, C. Kit Ho, Andrew J. Riggs, Erich Weidetz, and Paul D. Middleton, 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

Page 1 of 4 - DECLARATION AND ASSIGNMENT TO Mattel, Inc.

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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.

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| IN TESTIMONY WHEREOF, I have hereunto set my hand this of, 2013. | | day |
|--|---------------|-----|
| Witness: | Carl J. Kamph | |
| Signature: | | |
| Name: | | |
| Address: | | |
| City & State: | | |

| IN TESTIMONY WHEREOF, I have hereunto s | set my hand this | Zyth day |
|---|-----------------------------------|---------------------|
| of <u>January</u> , 2013. | | |
| / | C. Kit Ho | |
| Witness: | | |
| Signature Mula Jam | | |
| Name: W/W/A DC (FO) | _ | |
| Address 2003 Continental Blvd. | | |
| City & State: El Gyando. (A amy | | 7 9 RD |
| IN TESTIMONY WHEREOF, I have hereunto s of, 2013. | set my hand this | day |
| | Andrew J. Riggs | $\bigcirc \bigcirc$ |
| Witness: | | |
| Signature! #################################### | | |
| Name: MANCH JE CAN | | |
| Address: BB Cartinental Ava. | _ | |
| City & State: El Grando, CA april | 5 | 2260 |
| of, 2013. | set my hand this Erich Weidetz | day |
| | LIICH Weidetz | |
| Witness: | | |
| Signature 1 | _ | |
| Name Jorna Valan | _ | |
| Address 333 Cartinenta BIVI. | - | |
| City & State: F. Grande, CA 907 | 45 | |

Page 3 of 4 - DECLARATION AND ASSIGNMENT TO Mattel, Inc.

Attorney Docket No.: MAT3Z171 IN TESTIMONY WHEREOF, I have hereunto set my hand this _____ day of ______, 2013. Paul D. Middleton

Witness: Signature:_____ Address: City & State:

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: ELECTRONIC TOY

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Page 1 of 4 - DECLARATION AND ASSIGNMENT TO Mattel, Inc.

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| IN TESTIMONY WHEREOF, I have hereu of, 2013. | nto set my hand this | day |
|--|----------------------|-----|
| | Carl J. Kamph | |
| Witness: | | |
| Signature: | | |
| Name: | | |
| Address: | | |
| City & State: | 10000000XXXXX | |

| IN TESTIMONY WHEREOF, I have hereunto sof, 2013. | set my hand this Zuth day |
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| , | C. Kit Ho |
| Witness: A | ************************************** |
| Signature LIMAN LAFT | ••• |
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| Address 233 Carting stal Blvd. | ne. |
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| IN TESTIMONY WHEREOF, I have hereunto s of, 2013. | |
| o | Amdrew J. Riggs |
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| Witness: () () | |
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| | Erich Weidetz |
| Witness: | |
| Signature thick A | |
| Name Adricia Dalein | |
| Address 298 Cartine 12 Blvd. | |
| City & State & L. Grande (A 9/74 | 6 |

Page 3 of 4 - DECLARATION AND ASSIGNMENT TO Mattel, Inc.

| IN TESTIMONY WHEREOF, I have hereunto | set my hand this / 344 day |
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| or <u>FES</u> | - William Commen |
| | Paul D. Micdueton |
| Witness: | |

Signature: Maurill Nuddlett

Name: SHAWNELL MIDDLETON

Address: <u>200 W 2ND #308</u>

City & State: (ENO, NV 8950)

Page 4 of 4 - DECLARATION AND ASSIGNMENT TO Mattel, Inc.

PATENT REEL: 029808 FRAME: 0483