

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT3383942

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MATTEL, INC.	05/28/2015
RECEIVING PARTY DATA	
Name:	CONCEPTIONEERING LIMITED
Street Address:	UNIT H, 12TH FLOOR, ZHU KUAN BUILDING
Internal Address:	AVENIDA XIAN XING HAI
City:	NAPE
State/Country:	MACAO
PROPERTY NUMBERS Total: 4	
Property Type	Number
Patent Number:	7371177
Patent Number:	7556563
Patent Number:	7704146
Application Number:	12721439
CORRESPONDENCE DATA	
Fax Number:	(301)762-4056
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	3014243640
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Correspondent Name:	HOWARD R RICHMAN
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ATTORNEY DOCKET NUMBER:	1389.0001M
NAME OF SUBMITTER:	HOWARD R RICHMAN
SIGNATURE:	/Howard R Richman/
DATE SIGNED:	06/05/2015
Total Attachments: 5	
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ASSIGNMENT OF PATENT RIGHTS

Mattel, Inc., a corporation duly organized under and pursuant to the laws of the state of Delaware, and having its principal place of business at 333 Continental Blvd., El Segundo, CA 90245 ("Assignor") owns the entire right, title and interest in the Letters Patents and Patent Applications listed in Exhibit A (collectively, the "Patent Properties"), as well as any invention(s) ("said invention(s)") disclosed in said Patent Properties.

WHEREAS, Conceptioneering Limited, with its principal office at Unit H, 12th Floor, Zhu Kuan Building, Avenida Xian Xing Hai, Nape, Macau ("Assignee"), is desirous of acquiring the entire right, title, and interest in and to said Patent Properties;

NOW, THEREFORE, in consideration of the rights and obligations set forth in the Agreement between Conceptioneering Limited and Radica Games Limited effective November 21, 2005, the letter dated February 10, 2015 from Mattel, Inc. to Conceptioneering Limited, and other good and sufficient consideration, the receipt of which is hereby acknowledged, the Assignor has sold, assigned, transferred, and set over, and by these presents does sell, assign, transfer, and set over, unto the Assignee, its successors, legal representatives, and assigns the entire right, title, and interest in and to said Patent Properties and the invention(s) disclosed in said Patent Properties;

AND for the same consideration, the Assignor hereby covenants and agrees to and with the Assignee, its successors, legal representatives, and assigns, that, at the time of execution and delivery of these presents, the Assignor has good and full right and lawful authority to sell and convey Assignor's rights identified herein to the Assignee;

AND for the same consideration, the Assignor hereby covenants and agrees to and with the Assignee, its successors, legal representatives, and assigns that the Assignor will, whenever counsel of the Assignee, or the counsel of its successors, legal representatives, and assigns, shall advise that any proceeding in connection with said invention(s) and said Patent Properties, is lawful and desirable, sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of Letters Patent or Patents for said invention(s), without charge to the Assignee, its successors, legal representatives, and assigns, but at the cost and expense of the Assignee, its successors, legal representatives, and assigns;

AND the Assignor hereby requests the Commissioner of Patents to issue any and all patent(s) of the United States resulting from any of the Patent Properties, or any patent application claiming priority to any of the Patent Properties, to the Assignee, as the Assignee of said invention(s) and the Letters Patent to be issued thereon for the sole use and behalf of the Assignee, its successors, legal representatives, and assigns.

Date: 5-28-15

By: 

Name: Todd Piccus
Title: VP, Legal & Business Affairs
Company: Mattel, Inc.


 Mattel	Law
Department	
Name	Date
TWL	5.27.15

EXHIBIT A

- (1) US Patent No. 7,371,177 B2
Issued – May 13, 2008
US Patent Application No. 11/216,674
Filed – October 25, 2005
Title - Multiply Interconnectable Environmentally Interactive Character Simulation Module Method and System
- (2) US Patent No. 7,556,563 B2
Issued – July 7, 2009
US Patent Application No. 11/390,708
Filed – March 27, 2006
Title - Internet Enabled Multiply Interconnectable Environmentally Interactive Character Simulation Module Method and System
- (3) US Patent No. 7,704,146 B2
Issued – April 27, 2010
US Patent Application No. 12/098,963
Filed – April 7, 2008
Title - Multiply Interconnectable Environmentally Interactive Character Simulation Module Method and System
- (4) US Patent Application Publication No. 20100216548 A1
US Patent Application No. 12/721,439
Filed – March 10, 2010
Title - Multiply Interconnectable Environmentally Interactive Character Simulation Module Method and System
- (5) Chinese Utility Model Registration No. 2935275 Y
Issued – August 15, 2007
Chinese Utility Model Application No. 200520144700.4
Filed – December 19, 2005
Title - Multiply Interconnectable Environmentally Interactive Character Simulation Module Method and System
- (6) European Patent Application Publication No. 1693091 A2
EP Patent Application No. 05022437.7
Filed – October 14, 2005
Title - Internet Enabled Multiply Interconnectable Environmentally Interactive Character Simulation Module Method and System

- (7) European Patent Application Publication No. 1839717 A2
European Patent Application No. 07006292.2
Filed – March 27, 2007
Title - Internet Enabled Multiply Interconnectable Environmentally Interactive
Character Simulation Module Method and System
- (8) Mexican Patent No. 273722
Issued – January 28, 2010
Mexican Patent Application No. MX/A/2007/003668
Filed – March 26, 2007
Title - Internet Enabled Multiply Interconnectable Environmentally Interactive
Character Simulation Module Method and System

ACKNOWLEDGMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California
County of Los Angeles)

On May 28, 2015 before me, Patricia De Leon, Notary Public
(insert name and title of the officer)

personally appeared Todd Piccus
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 De Leon* (Seal)

