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Form PTO-1595
October 4, 2000

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



101494175

Attorney Docket No.: 4874-5

TO THE COMMISSIONER OF PATENTS AND TRADEMARKS:
Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Mattel, Inc.

- Individuals(s) Association
- General Partnership Limited Partnership
- Corporation-State of Delaware
- Other _____

2. Name and address of receiving party(ies):

Name: **MJJ Multimedia LLC**

Internal Address:

Street Address: **244 West 54th Street**

City: **New York**

Country/State/Zip: **New York 10019**

- Individual Citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State _____
- Other Limited Liability Company

Additional names and addresses attached? yes no

3. Nature of Conveyance

- Assignment Merger
- Security Agreement Change of Name
- Other _____

Execution Date: November 8, 1999

4. Application number(s) or Trademark number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s):

1,993,778

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Lance J. Lieberman, Esq.

Internal Address: Cohen, Pontani, Lieberman & Pavane

Street Address: 551 Fifth Avenue, Suite 1210

City: New York State: NY ZIP: 10176

6. Total number of applications and trademarks involved:
[1]

7. Total fee (37 C.F.R. 3.41)..... \$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 03-2412
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Lance J. Lieberman, Esq.

Name of Person Signing

Reg. No. 28,437

October 4, 2000

Signature

Date

Total number of pages including cover sheet, attachments and document

[3]

OMB No. 0651-0011 (exp. 4/84)

do not detach this portion
Mail documents to be recorded with required cover sheet information to:

Assistant Commissioner for Patents
Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002159 FRAME: 0185

ASSIGNMENT OF TRADEMARK

WHEREAS, MATTEL, INC., a corporation organized and existing under the laws of the State of Delaware and located and doing business at 333 Continental Boulevard, El Segundo, California 90245-5012 (hereinafter "ASSIGNOR"), is the owner of all right, title and interest in and to the trademark "PET PARADE COLLECTION" that is the subject of United States Trademark Registration No. 1,993,778, dated August 13, 1996; and

WHEREAS, MJJ MULTIMEDIA LLC, a limited liability company organized under the laws of the State of Delaware and located and doing business at 244 West 54th Steet, New York, New York 10019 (hereinafter "ASSIGNEE"), is desirous of acquiring all right, title and interest in and to said trademark for the United States of America and the said Registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR does hereby sell, assign and transfer to the said ASSIGNEE all right, title and interest in and to the said trademark PET PARADE COLLECTION, together with the good will of the business symbolized by the mark, and the said U.S. Registration No. 1,993,778 thereof, together with the right to sue for past infringements thereof.

MATTEL, INC.

Dated: 11/8/99

By: Elaine Sagers

Name: Elaine Sagers

Title: Sr. V.P. Marketing

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OCTOBER 4, 2000

Lance A. Silbermann
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OCTOBER 4, 2000
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