

09-18-2001

EET

Docket No.:



-Y

30595.0100

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To the Honorable Commissioner of Patents and Trademarks, please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Mattel, Inc.

9-1201

- Individual(s)
- General Partnership
- Corporation-State **Delaware**
- Other

Additional names(s) of conveying party(ies) attached? Yes No

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

Name: Jeff D. Myers

Internal Address: _____

Street Address: 7084 E. Indian School Road

City: Scottsdale State: AZ ZIP: 85251

Individual(s) citizenship US

Association

General Partnership

Limited Partnership

Corporation-State

Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

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

Execution Date: August 13, 2001

4. Application number(s) or registration numbers(s):

A. Trademark Application No.(s)

N/A

B. Trademark Registration No.(s)

2,007,249

Additional numbers attached? Yes No

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

Name: Charles F. Hauff, Jr.

Internal Address: _____

Street Address: Snell & Wilmer, One Arizona Center

400 E. Van Buren

City: Phoenix State: AZ ZIP: 85004

6. Total number of applications and registrations involved:.....

1

7. Total fee (37 CFR 3.41):.....\$ 40.00

Enclosed Snell & Wilmer check no. 285743

Deficiency only

Authorized to be charged to deposit account

8. Deposit account number:

19-2814

09/17/2001 LMUELLER 00000233 2007249

01 FC:481

40.00 OP

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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.

Charles F. Hauff, Jr.

Name of Person Signing

Signature

9/7/01

Date

Total number of pages including cover sheet, attachments, and document:

2

TRADEMARK

TRADEMARK ASSIGNMENT

ASSIGNOR: Mattel, Inc., a Delaware corporation
333 Continental Boulevard
El Segundo, California 90245

ASSIGNEE: Myers, Jeff D., a United States citizen
7084 East Indian School Road
Scottsdale, Arizona 85251

TRADEMARK: **BABY WIGGLES 'N GIGGLES**
U.S. Reg. No. 2,007,249
Registered October 8, 1996

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers unto Assignee, its successors, assigns, and legal representatives, the full and exclusive worldwide right, title, and interest in and to the above-referenced Trademark, including the goodwill of the business symbolized by the mark, and the registration thereof, No. 2,007,249, and the right to sue for and collect damages for infringements and past infringements thereof.

Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks to record this Assignment for the sole benefit of Assignee, its successors, assigns, and legal representatives.

Assignor hereby agrees, upon request of Assignee, and without further remuneration, to promptly provide Assignee with all pertinent facts and documents relating to the foregoing trademark as reasonably may be known and accessible to Assignor.

EXECUTED AND EFFECTIVE on this 13th day of August, 2001.

MATTEL, INC., a Delaware corporation

By: Lisa M. Gaudio

Typed Name: Lisa M. GAUDIO

Title: Vice President

EXHIBIT A