

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Patch Products, Inc.		02/02/2004	CORPORATION: WISCONSIN

RECEIVING PARTY DATA	
Name:	Mattel, Inc.
Street Address:	333 Continental Boulevard
City:	El Segundo
State/Country:	CALIFORNIA
Postal Code:	90245
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Registration Number:	2109964	3 FOR ME
Registration Number:	2151123	MAD GAB
Registration Number:	2390495	MAD GAB

CORRESPONDENCE DATA	
Fax Number:	(608)258-4258
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	6082584272
Email:	PTOMailMadison@foley.com
Correspondent Name:	Mark A. Kassel
Address Line 1:	150 E. Gilman St.
Address Line 4:	Madison, WISCONSIN 53703-1481

ATTORNEY DOCKET NUMBER:	079768-0124
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NAME OF SUBMITTER:	Mark A. Kassel
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Total Attachments: 3
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OP \$90.00 2109964

TRADEMARK ASSIGNMENT

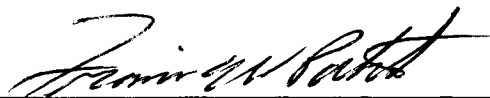
WHEREAS, PATCH PRODUCTS, INC., a Wisconsin corporation with a place of business in Beloit, Wisconsin ("Assignor") is the owner of those trademarks (the "Marks") and registrations (the "Registrations") therefor listed on Schedule A attached hereto; and

WHEREAS, MATTEL, INC., a Delaware corporation with a place of business in El Segundo, California ("Assignee") wishes to acquire the Marks and the Registrations, together with the goodwill of the business in connection with which the Marks are used.

NOW, THEREFORE, for good and valuable consideration, the receipt of which Assignor hereby acknowledges, Assignor hereby agrees to and does sell, assign and transfer to Assignee the entire right, title and interest of Assignor in and to the Marks and the Registrations, together with the goodwill of the business to which the Marks pertain, as well as all rights of enforcement and recovery for past infringement. Assignor further agrees, at Assignee's expense, to take all reasonable and necessary steps to implement the provisions of this assignment.

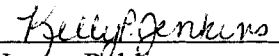
IN WITNESS WHEREOF, a duly authorized officer of Assignor has executed this agreement on the date listed below.

PATCH PRODUCTS, INC.

By: 
Name: Francis W. Patch
Title: CEO

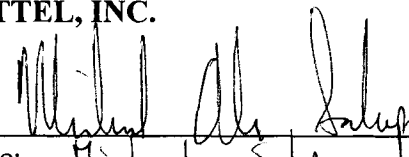
Dated: February 2, 2004

Subscribed and sworn to before me this 1
day of February, 2004.


Notary Public

My Commission Expires: ¹⁵permanent

MATTEL, INC.

By: 
Name: Michael Salaf
Title: SVP, Corporate Strategic Planning

Dated: February 2, 2004

Subscribed and sworn to before me this ____
day of February, 2004.

Notary Public

My Commission Expires: _____

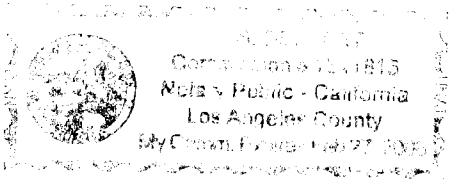
CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

STATE OF CALIFORNIA)
) ss.
COUNTY OF LOS ANGELES)

On February 18, 2004 , before me, R. S. Gelbart, Notary Public ,
(DATE) (NAME, TITLE OF OFFICER - E.G., "JANE DOE, NOTARY PUBLIC)

personally appeared Michael A. Salop ,

- personally known to me
- or-
- 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.



WITNESS my hand and official seal.

R. S. Gelbart
Signature Of Notary

OPTIONAL

Though the data below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent reattachment of this form.

CAPACITY CLAIMED BY SIGNER

DESCRIPTION OF ATTACHED DOCUMENT

- Individual
- Corporate Officer
- Senior Vice President, Corporate Strategic Planning

Trademark Assignment
Title Or Type Of Document

- Partner(s) Title(s) Limited
- Attorney-In-Fact General
- Trustee(s)
- Guardian/Conservator
- Other: _____

1
Number Of Pages

Signer is representing:
Name Of Person(s) Or Entity(ies)

February 2, 2004
Date Of Document

Mattel, Inc.

N/A

Signer(s) Other Than Named Above

SCHEDULE A

<u>Country</u>	<u>Reg. No.</u>	<u>Mark</u>	<u>Class</u>
United States	2,109,964	3 FOR ME	28
United States	2,151,123	MAD GAB	28
United States	2,390,495	MAD GAB	9
CTM	1088723	MAD GAB	28