

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Street Players Holding Corp.		06/15/2006	CORPORATION: CALIFORNIA
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: 1			
Property Type	Number	Word Mark	
Serial Number:	78519675	STREET SHARKS	
CORRESPONDENCE DATA			
Fax Number:	(310)247-2190		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-247-2165		
Email:	dlemkin@freundandbrackey.com		
Correspondent Name:	Thomas A. Brackey II		
Address Line 1:	427 N. Camden Drive		
Address Line 4:	Beverly Hills, CALIFORNIA 90210		
NAME OF SUBMITTER:	Derek S. Lemkin		
Signature:	/DSL/		
Date:	07/18/2006		
Total Attachments: 1 source=Assignment of ITU#page1.tif			

OP \$40.00 78519675

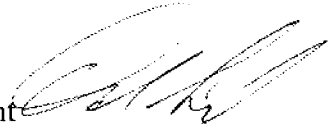
ASSIGNMENT OF ITU TRADEMARK APPLICATION AND GOODWILL

Whereas Street Players Holding Corp. ("Street Players"), a California corporation currently located at 826 Majorca Place, Los Angeles, California has intended to use the word mark STREET PLAYERS in interstate commerce and has filed an intent-to-use application in the United States Patent and Trademark Office on November 18, 2004 based on its bona fide intent to use such mark in commerce, which application has been give Serial No. 78/519675, but has not yet filed an allegation of use of the mark under section 1(c) or 1(d) of the Trademark Act; and

Whereas Mattel, Inc. ("Mattel"), a Delaware corporation located at 333 Continental Boulevard, El Segundo, California 90245, is acquiring the entire portion of Street Players' business to which the mark pertains as required by 15 USC § 1060,

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Street Players does hereby assign unto Mattel all right, title and interest in and to the mark in the above identified application as part of the portion of Street Players' business to which the mark pertains as required by 15 USC § 1060.

STREET PLAYERS HOLDING CORP.

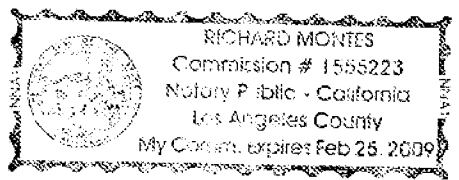
By: 
President

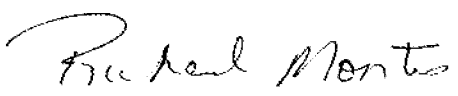
State of Calif

County of Los Angeles

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On this 15 Day of JUNE 2006, before me appeared DAVID L. STEGEL, the person who signed this instrument, who acknowledged that she/he signed it as a free act on behalf of the identified corporation.




RICHARD MONTES
NOTARY PUBLIC, LOS ANGELES
COUNTY CALIFORNIA
MY COMMISSION EXPIRES