

11-18-1998

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U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

To the Honorable Commissioner of I

100901203

MAILED  
MAY - 4 1998  
Shed original documents or copy thereof.

1. Name of conveying party(ies):

**MATTEL, INC.**

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation-State **DELAWARE**  
☐ Other

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

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

Name: **UNCLE MILTON INDUSTRIES, INC.**

Internal Address:

Street Address: **5717 Corsa Avenue**

City: **WESTLAKE VILLAGE** State: **CA** Zip: **91362-4001**

- ☐ Individual(s) citizenship  
☐ Association  
☐ General Partnership  
☐ Limited Partnership  
☒ Corporation-State **CALIFORNIA**  
☐ 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

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

A. Trademark Application No.

Appl. No. 75/329,840  
(Docket A660 - MARK: PLASTERCRAFT)

B. Trademark registration No.(s):

- (1) Reg. No. 1,020,771  
(Docket A655 - MARK: POTTERYCRAFT)  
(2) Reg. No. 115,537  
(Docket A662 - MARK: CHEMCRAFT (CL 28))  
(3) Reg. No. 751,890  
(Docket A661 - MARK: CHEMCRAFT (CL 1))  
(4) Reg. No. 159,063  
(Docket A663 - MARK: CHEMCRAFT & Design)  
(5) Reg. No. 1,742,354  
(Docket A659 - MARK: GEM CRAFT)  
(6) Reg. No. 1,455,526  
(Docket A654 - MARK: MULTI-LAB)

Additional numbers attached? ☐ Yes ☒ No

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

Name: **Kleinberg & Lerner, LLP**

Internal Address:

Street Address: **2049 Century Park East, #1080**

City: **Los Angeles** State: **California** Zip: **90067**

6. Total number of applications and registrations involved:

7

7. Total fee (37 CFR 3.41):.....\$ **280.00**

☒ Enclosed

☐ Authorized to be charged to deposit account

8. Charge any excess or credit any refund to deposit account number:

**01-2224**

(Attach duplicate copy of this page if paying by deposit account)

Reg. Ref: 05/14/1998 TTOM11 0012054700  
DOI: 012224 Name/Number: 1020771  
FCR 704 990.00 CR

05/14/1998 TTOM11 00000262 1020771

01 FCR:481 40.00 BP  
02 FCR:482 150.00 BP

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.

**MARVIN H. KLEINBERG**  
Name of Person Signing

**MARVIN H. KLEINBERG**

April 1998  
Date

Total number of pages comprising cover sheet:

1

OMB No. 0651-0011 (exp. 4/94)

TRADEMARK  
REEL: 1814 FRAME: 0615

## EXHIBIT A

<u>Country</u>	<u>Mark</u>	<u>Registration/Application No.</u>
United States	Pottery craft	1,020,771
United States	Chemcraft	115,537
United States	Chemcraft	751,890
United States	Chemcraft & Design	159,063
United States	Gem Craft	1,742,354
United States	Multi-Lab	1,455,526
United States	Plastercraft	75/329,840

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## ASSIGNMENT

WHEREAS Mattel, Inc., a corporation organized and existing under the laws of the State of Delaware and having its principal place of business in the city of El Segundo, state of California ("Mattel"), has acquired and used in its business and is the sole owner of the Trademarks and Service marks set out in Exhibit A, attached hereto, which marks are registered on the Principal Register of the United States Patent and Trademark Office, and the good will of the business appurtenant thereto;

WHEREAS Uncle Milton Industries, Inc., a corporation organized and existing under the laws of the State of Delaware and having its principal place of business in the city of Westlake Village, state of California ("Uncle Milton"), is desirous of acquiring all of the right, title and interest in and to the Trademarks, Service marks and the registrations thereof and the good will of the business appurtenant thereto.


THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Mattel does hereby sell, assign, and transfer unto the said Uncle Milton, all right, title and interest in and to the marks set forth on Exhibit A, attached hereto, together with all of the good will of the business symbolized by the marks and the registrations thereof as of the date set forth below, as well as the right to sue for past infringements.

Mattel, at the request of Uncle Milton, shall, or cause its affiliates to, promptly deliver to Uncle Milton all such further assignments and documents, in form and substance reasonably satisfactory to Uncle Milton and its counsel and to Mattel and its counsel, and to take such further action as Uncle Milton may reasonably request, in order to vest in Uncle Milton title to the Trademarks and Service marks and to transfer title to Uncle Milton in all countries in which said trademarks and service marks are registered, together with the right to sue for past infringements.

IN WITNESS WHEREOF, Mattel has caused this instrument to be signed by the proper corporate officer this 27th day of January, 1998.

MATTEL, INC.,  
A Delaware corporation

By:



Leland P. Smith

Assistant General Counsel & Secretary