

11-18-1998

## TRADEMARKS ONLY



100903852

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.  
333 Continental Boulevard  
El Segundo, California 90245-5012

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

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

3. Nature of conveyance:

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

Execution Date: March 16, 1998

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

Name: DISNEY ENTERPRISES, INC.

Internal Address: \_\_\_\_\_

Street Address: 500 South Buena Vista StreetCity: Burbank State: CA ZIP: 91521

- ☐ Individual(s) citizenship \_\_\_\_\_  
☐ Association \_\_\_\_\_  
☐ General Partnership \_\_\_\_\_  
☐ Limited Partnership \_\_\_\_\_  
☒ Corporation-State Delaware  
☐ 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.(s)  
75/106,143  
75/089,315

B. Trademark Registration No.(s)  
2,133,323  
2,129,467  
2,129,466

Additional numbers attached? ☐ Yes ☒ No

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

Name: THE WALT DISNEY COMPANYInternal Address: Attn: Mei-lan Stark, Esq.Street Address: 500 South Buena Vista StreetCity: Burbank State: CA ZIP: 91521

6. Total number of applications and registrations involved:

5

7. Total fee (37 CFR 3.41): \$ 140.00

- ☒ Enclosed  
☐ Authorized to be charged to deposit account

8. Deposit account number:

23-0130

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

11/18/1998 DNGUYEN 00000002 2133323

DO NOT USE THIS SPACE

01 FC:481  
02 FC:482

40.00 OP  
100.00 OP

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.*

Peter F. Nolan  
Sr. Vice President - Asst. Gen. Counsel  
Name of Person Signing

Signature

Date

Mar 6, 1998

Total number of pages comprising cover sheet:

1

TRADEMARK  
REEL: 1815 FRAME: 0198

## ASSIGNMENT OF TRADEMARKS

WHEREAS, Mattel, Inc., a corporation organized and existing under the laws of the State of Delaware, located and doing business at 333 Continental Boulevard, El Segundo, California 90245-5012 (hereinafter called "the Assignor") is the sole and exclusive owner of the U.S. Trademark Registrations and Applications for the marks LORD DRAGAUNUS, WILDWING, MALLORY, NOSEDIVE and DUCKCYCLE set forth in Exhibit A attached hereto.

WHEREAS, Disney Enterprises, Inc., a corporation organized and existing under the laws of the State of Delaware, located and doing business at 500 South Buena Vista Boulevard, Burbank, California 91521-6842 (hereinafter called "the Assignee") is desirous of acquiring the above-mentioned trademark registrations and applications;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor does by these presents and assign and transfer unto the Assignee the entire right, title, and interest in and to the aforementioned trademark application, said interest includes the business underlying the mark together with the goodwill associated with the foregoing trademark, said assignment and transfer is deemed effective as of March 16, 1998.

Mattel, Inc.


  
Mary L. Waller  
Assistant Secretary

EXHIBIT A

REGISTRATION NO.

MARK

2,133,323

LORD DRAGAUNUS

2,129,467

WILDWING

2,129,466

MALLORY

APPLICATION NO.

MARK

75/106143

NOSEDIVE

75/089315

DUCKCYCLE