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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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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):

KELLY PIONEER GROUP, INC.

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State New York
☐ 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: August 27, 1997

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

Name: MATTEL, INC.

Internal Address:

Street Address: 333 Continental Boulevard

City: El Segundo State: CA ZIP: 90245

- ☐ 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)

B. Trademark registration No.(s)

(1,932,313)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Maureen C. Kassner

Internal Address: Mattel, Inc.

Street Address: 6000 Midlantic Drive

City: Mt. Laurel State: NJ ZIP: 08054

6. Total number of applications and registrations involved:

1

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

☐ Enclosed

☒ Authorized to be charged to deposit account

8. Deposit account number:

20-1650

(Attach duplicate copy of this page if paying by deposit acco

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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 c of the original document.

Maureen C. Kassner

Name of Person Signing

Assistant Secretary, Mattel, Inc.

Maureen C. Kassner

Signature

2/10/99

Date

Total number of pages comprising cover sheet

1

TRADEMARK
REEL: 1882 FRAME: 0557

ASSIGNMENT OF A REGISTERED TRADEMARK

WHEREAS, KELLY PIONEER GROUP, INC., a corporation organized and existing under the laws of the State of New York, having a principal place of business at 1270 Avenue of the Americas, New York, New York 10020 (hereinafter "ASSIGNOR"), has registered with the United States Patent and Trademark Office, the trademark BANDWAGON, Registration Number 1,932,313, such registration having issued on October 31, 1995 (hereinafter "the Mark"); and

WHEREAS, MATTEL, INC., a corporation organized and existing under the laws of the State of Delaware, having a principal place of business 333 Continental Blvd. El Segundo, CA 90245-5012 (hereinafter "ASSIGNEE"), is desirous of acquiring all of ASSIGNOR's rights, title and interest in and to the Mark, together with the goodwill symbolized thereby, and the Registration issued therefor.

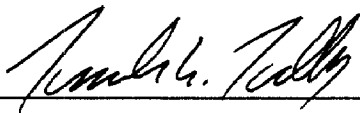
NOW, THEREFORE, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, transfer and convey to ASSIGNEE, its successors, assigns and legal representatives, all of ASSIGNOR's rights, title and interest in and to the Mark, together with the entire goodwill of ASSIGNOR's business symbolized by the Mark, including, without limitation, the right to bring actions for infringement of the Mark, which actions arose prior to the date of execution hereof.

ASSIGNOR hereby covenants and agrees to execute such other documents as may be reasonably requested by ASSIGNEE, or its successors, assigns or legal representatives, to perfect ASSIGNEE's rights, title and interest in the Registration,

and/or to enable ASSIGNEE, or its successors, assigns or legal representatives, to
duly record the Assignment herein made.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be
executed this 27th day of AUGUST, 1997.

Kelly Pioneer Group, Inc.

By: 

Name: FRANK A. KELLY

Title: PRESIDENT