



07-15-1999
U.S. Patent & TMO/TM Mail Rpt Dt. #10

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UNITED STATES

07-22-1999

MARK OFFICE

RULE 3.31 TRA



101097972

COVER SHEET

(1) Name Of Party Conveying The Interest:

MRS
7-15-99

MATTEL, INC.

(2) Name And Address Of Party Receiving The Interest:

HERSCH & COMPANY, 1900 Avenue of the Stars, Suite 1625, Los Angeles,
California, 90067.

(3) Description Of Interest Conveyed Or Transaction To Be Recorded:

Assignment of Trademark

(4) Registration Number Against Which Document Is To Be Recorded:

Registration No. 1,786,240

(5) Name And Address Of Correspondent:

Law Office of Anthony O. Cormier, 21700 Oxnard Street, Woodland Hills, CA
91367

(6) Number Of Registrations Affected/Fee:

One

(7) Date The Document Was Executed:

VOE

August 23, 1993

(8) Designation Of Domestic Representative:

Not Applicable

To the best of the undersigned knowledge and belief, the information contained on this cover sheet is true and correct and the attached copy is a true copy of the original document.

Dated: July 9, 1999

07/21/1999 DNGUYEN 00000328 1786240

01 FC:481

40.00 DP

ANTHONY O. CORMIER

ASSIGNMENT

WHEREAS, MATTEL, INC. (hereinafter "ASSIGNOR"), a corporation of the State of Delaware, located and doing business at 333 Continental Boulevard, El Segundo, California 90245-5012, is the owner of the trademark SCRUTINEYES JUNIOR and the Federal Registration No. 1,786,240, registered August 3, 1993, for said trademark; and

WHEREAS, HERSCH & COMPANY (hereinafter "ASSIGNEE"), a California partnership, having its principal office and place of business at 1900 Avenue of the Stars, Suite 1625, Los Angeles, California 90067, desires to acquire said trademark together with the goodwill of the business associated therewith, and said Federal Registration therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby transfers and assigns to ASSIGNEE its entire right, title and interest in and to the trademark SCRUTINEYES JUNIOR and the goodwill of the business associated therewith, and the Federal Registration No. 1,786,240, registered August 3, 1993, together with the right to sue for past infringement thereon, and ASSIGNOR hereby requests and authorizes the Commissioner of Patents and Trademarks to record said trademark and registration as the property of ASSIGNEE.

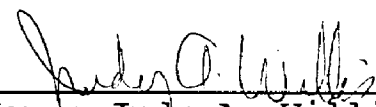
IN WITNESS WHEREOF, the ASSIGNOR has executed this instrument on the 23rd day of August, 1993, and its corporate seal affixed hereon.

ASSIGNOR

(SEAL)

Mattel, Inc.

BY: _____


Name: Judy A. Willis
Vice President and
Assistant General
Counsel

The United States of America



Nº 1786240

CERTIFICATE OF REGISTRATION

This is to certify that the records of the Patent and Trademark Office show that an application was filed in said Office for registration of the Mark shown herein, a copy of said Mark and pertinent data from the Application being annexed hereto and made a part hereof,

And there having been due compliance with the requirements of the law and with the regulations prescribed by the Commissioner of Patents and Trademarks,

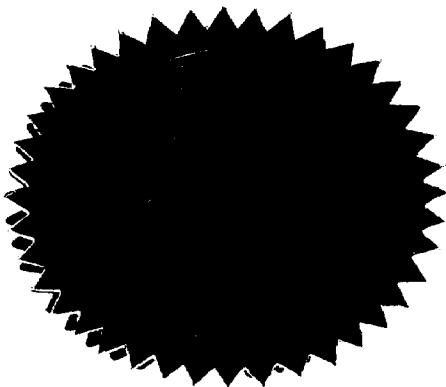
Upon examination, it appeared that the applicant was entitled to have said Mark registered under the Trademark Act of 1946, as amended, and the said Mark has been duly registered this day in the Patent and Trademark Office on the

PRINCIPAL REGISTER

to the registrant named herein.

This registration shall remain in force for TEN years unless sooner terminated as provided by law.

In Testimony Whereof I have hereunto set my hand and caused the seal of the Patent and Trademark Office to be affixed this third day of August 1993.



Michael R. Turk

Acting Commissioner of Patents and Trademarks

Int. Cl.: 28

Prior U.S. Cl.: 22



United States Patent and Trademark Office

Reg. No. 1,786,240

Registered Aug. 3, 1993

**TRADEMARK
PRINCIPAL REGISTER**

SCRUTINEYES JUNIOR

**MATTEL, INC. (DELAWARE CORPORATION)
333 CONTINENTAL BOULEVARD
EL SEGUNDO, CA 902455012**

**FIRST USE 11-30-1992; IN COMMERCE
11-30-1992.**

SN 74-306,491, FILED 8-21-1992.

**FOR: BOARD GAME, IN CLASS 28 (U.S. CL.
22).**

JEFFREY SMITH, EXAMINING ATTORNEY