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12-07-1999



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U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

NOV

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Tab settings ☐ ☐ ☐ ☒ 11/15/99

To the Honorable Commissioner of Patent

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

3. Nature of conveyance:

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

Execution Date: November 8, 1999

2. Name and address of receiving party(ies)

Name: GoodHome, Inc.

Internal Address:

Street Address: 899 Northgate Dr., 4th Floor

City: San Rafael State: CA ZIP: 94903

- ☐ 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 patent number(s):

A. Trademark Application No.(s)

75/729872

75/562372

75/224443

B. Trademark Registration No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Allyn Taylor, Esq.

Internal Address:

Gray Cary Ware & Freidenrich LLP

Street Address: 400 Hamilton Ave.

City: Palo Alto State: CA ZIP: 94301

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41).....\$ 90.00

☐ Enclosed

☒ Authorized to be charged to deposit account

Deduct any additional fees from deposit account 07-1907 if necessary

8. Deposit account number:

07-1907 Gray Cary Ware & Freidenrich LLP

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

12/06/1999 DNGUYEN 00000222 071907 75729872

DO NOT USE THIS SPACE

01 FC:401 40.00 CH  
02 GC:402 50.00 CH

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.

Cheryl A. Goodall

Name of Person Signing

Cheryl A. Goodall

Signature

11/12/99

Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231

TRADEMARK

REEL: 001996 FRAME: 0011

## ASSIGNMENT OF TRADEMARKS

WHEREAS, Mattel, Inc. ("Assignor"), a Delaware corporation whose business address is 333 Continental Boulevard, El Segundo, California 90245 has adopted and is using the trademarks shown in Schedule A hereto in its business;

AND WHEREAS, GoodHome, Inc. ("Assignee"), a Delaware corporation having its principal place of business at 899 Northgate Drive, San Rafael, California 94903 has acquired from Assignor certain assets and property used in Assignor's business including the common law trademarks, the registrations and applications for registration shown in Schedule A, and any other trademarks, service marks, trade names, and trade dress used throughout the world in such business (collectively, the "Trademarks"), and the good will of the business symbolized by the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the registrations of the Trademarks, in the United States together with the common law rights and goodwill of the business symbolized by the Trademarks and together with the right to recover for damages and profits from past infringements thereof, if any. The Commissioner of Patents and Trademarks is requested to issue any forthcoming Certificates of Registration to the Assignee.

Signed at El Segundo, CA, this 8<sup>th</sup> day of November, 1999.

Mattel, Inc.

By: David McEvoy

Name: David McEvoy

Title: Vice President

3D HOME	01/13/1997 75/224443
GOODHOME.COM	06/15/1999 75/729872
TOTAL 3D HOME	09/24/1998 75/562372

3 Records Processed

SCHEDULE A

REGISTRANT NAME..... MARK NAME..... REG DATE.. REG NUMBER.....

LEARNING COMPANY PROPERTIES INC.	3D HOME ARCHITECT	11/15/1994	1862392
LEARNING COMPANY PROPERTIES INC.	AMAZING ANIMALS	01/03/1995	1871146
LEARNING COMPANY PROPERTIES INC.	BANK STREET WRITER	04/17/1984	1274213
LEARNING COMPANY PROPERTIES INC.	BRODERBUND SOFTWARE	11/27/1984	1306829
LEARNING COMPANY PROPERTIES INC.	CLICKART	02/11/1992	1675053
LEARNING COMPANY PROPERTIES INC.	CLICKART	01/29/1985	1316792
LEARNING COMPANY PROPERTIES INC.	CLICKART CHRISTIAN IMAGES	08/15/1995	1911169
LEARNING COMPANY PROPERTIES INC.	COMIC CHARACTERS (STYLIZED)	01/03/1995	1871148
LEARNING COMPANY PROPERTIES INC.	CREATIVE FUEL	11/05/1996	2014387
LEARNING COMPANY PROPERTIES INC.	DISCOVER SPACE	08/30/1994	1851898
LEARNING COMPANY PROPERTIES INC.	FABULOUS FOODS	01/03/1995	1871147
LEARNING COMPANY PROPERTIES INC.	FAMILY FINDER	03/23/1999	2233323
LEARNING COMPANY PROPERTIES INC.	FAMILY TREE MAKER	09/23/1997	2098764
LEARNING COMPANY PROPERTIES INC.	FAMOUS MAGAZINE CARTOONS	06/24/1997	2074663
LEARNING COMPANY PROPERTIES INC.	IN THE 1ST DEGREE	07/30/1996	1990483
LEARNING COMPANY PROPERTIES INC.	INTERACTIVATOR	03/21/1995	1884724
LEARNING COMPANY PROPERTIES INC.	LODE RUNNER	11/27/1984	1307253
LEARNING COMPANY PROPERTIES INC.	MACGLOBE	01/26/1993	1749296
LEARNING COMPANY PROPERTIES INC.	MACUSA	01/26/1993	1749297
LEARNING COMPANY PROPERTIES INC.	MAPS 'N' FACTS	06/14/1994	1840136
LEARNING COMPANY PROPERTIES INC.	MEMORYMATE (STYLIZED)	05/03/1988	1486757
LEARNING COMPANY PROPERTIES INC.	MISC. DESIGN (CLICKART LOGO)	12/21/1993	1811983
LEARNING COMPANY PROPERTIES INC.	MISC. DESIGN (CLICKART MAN)	07/28/1998	2176867
LEARNING COMPANY PROPERTIES INC.	MISC. DESIGN (THREE CROWNS)	07/03/1984	1284448
LEARNING COMPANY PROPERTIES INC.	MISC. DESIGN (VROOMBOOKS LOGO)	01/10/1995	1873183
LEARNING COMPANY PROPERTIES INC.	PC GLOBE	07/28/1987	1449469
LEARNING COMPANY PROPERTIES INC.	PRESS WRITER	03/23/1999	2234830
LEARNING COMPANY PROPERTIES INC.	PRINCE OF PERSIA	06/04/1991	1646934
LEARNING COMPANY PROPERTIES INC.	PRINCE OF PERSIA 2: THE SHADOW	04/19/1994	1831448
LEARNING COMPANY PROPERTIES INC.	PRINT SHOP DELUXE	11/30/1993	1808392
LEARNING COMPANY PROPERTIES INC.	PRINT SHOP DELUXE CD ENSEMBLE	01/30/1996	1953018
LEARNING COMPANY PROPERTIES INC.	PRINT SHOP DELUXE COMPANION	11/22/1994	1863611
LEARNING COMPANY PROPERTIES INC.	REIGN OF HEROES	09/01/1998	2186751
LEARNING COMPANY PROPERTIES INC.	SMART GALLERY	12/12/1995	1940755
LEARNING COMPANY PROPERTIES INC.	STRADIWACKIUS	07/04/1995	1902553
LEARNING COMPANY PROPERTIES INC.	STUNTS	08/25/1992	1710179
LEARNING COMPANY PROPERTIES INC.	T MAKER & DESIGN	02/06/1996	1954858
LEARNING COMPANY PROPERTIES INC.	T MAKER & DESIGN	10/29/1996	2012743
LEARNING COMPANY PROPERTIES INC.	T/MAKER	07/20/1982	1201835
LEARNING COMPANY PROPERTIES INC.	TAKE NO PRISONERS	08/25/1998	2185093
LEARNING COMPANY PROPERTIES INC.	THE ANCIENT ART OF WAR	10/22/1985	1366854
LEARNING COMPANY PROPERTIES INC.	THE PRINT SHOP	06/03/1986	1395538
LEARNING COMPANY PROPERTIES INC.	VROOMBOOKS	11/14/1995	1935027
LEARNING COMPANY PROPERTIES INC.	VROOMBOOKS	12/05/1995	1939364
LEARNING COMPANY PROPERTIES INC.	WARBREDS	09/01/1998	2186716

45 Records Processed

SCHEDULE A

REGISTRANT NAME..... MARK NAME..... APL DATE.. APL NUMBER.....

LEARNING COMPANY PROPERTIES INC.	3D HOME	01/13/1997 75/224443
LEARNING COMPANY PROPERTIES INC.	3D HOME INTERIORS	01/13/1997 75/224444
LEARNING COMPANY PROPERTIES INC.	ALL IN ONE TREE	04/16/1999 75/681969
LEARNING COMPANY PROPERTIES INC.	CLICKART INFINITY DELUXE	04/27/1999 75/691625
LEARNING COMPANY PROPERTIES INC.	CLICKEDIT	04/16/1999 75/683974
LEARNING COMPANY PROPERTIES INC.	DARKLORDS RISING	05/06/1998 75/479980
LEARNING COMPANY PROPERTIES INC.	EXTREME WARFARE	09/16/1997 75/357875
LEARNING COMPANY PROPERTIES INC.	FAMILY ARCHIVES	03/23/1999 75/666075
LEARNING COMPANY PROPERTIES INC.	KID PIX STUDIO & DESIGN	01/30/1995 74/627408
LEARNING COMPANY PROPERTIES INC.	MASTERART	02/12/1999 75/639514
LEARNING COMPANY PROPERTIES INC.	MISC. DESIGN (RED ORB)	06/05/1997 75/303613
LEARNING COMPANY PROPERTIES INC.	PANZER GENERAL ASSAULT	12/21/1998 75/609876
LEARNING COMPANY PROPERTIES INC.	PETZ	05/07/1999 75/699382
LEARNING COMPANY PROPERTIES INC.	RED ORB ENTERTAINMENT	04/01/1997 75/267369
LEARNING COMPANY PROPERTIES INC.	RED ORB ENTERTAINMENT & DESIGN	06/05/1997 75/303612
LEARNING COMPANY PROPERTIES INC.	RED ORB ZONE	06/12/1997 75/308061
LEARNING COMPANY PROPERTIES INC.	SILENT HUNTER	01/19/1999 75/625717
LEARNING COMPANY PROPERTIES INC.	THE PRINT SHOP ESSENTIALS	05/06/1998 75/480194
LEARNING COMPANY PROPERTIES INC.	THINK IT. PRINT IT.	04/15/1997 75/275737
LEARNING COMPANY PROPERTIES INC.	TOTAL 3D HOME	09/14/1998 75/561332
LEARNING COMPANY PROPERTIES INC.	ULTIMATE FAMILY TREE	03/23/1999 75/666463
LEARNING COMPANY PROPERTIES INC.	VIRTUAL MAKEOVER	03/21/1997 75/261205
LEARNING COMPANY PROPERTIES INC.	WORLD FAMILY TREE	04/27/1999 75/694242

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SCHEDULE A