

12-10-99 F

01-21-2000

COVER SHEET

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

Tab settings □ □ □ ▼

To the Honorable Commissioner

101249009

3 attached original documents or copy thereof.

## 1. Name of conveying party(ies):

Palladium Interactive, 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 15, 1999

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

Name: Mattel, Inc.

Internal Address:

Street Address: 333 Continental Blvd.

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 N/A

(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)

75/551513

75/568603

## 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: Mattel, Inc.

Internal Address:

Attn: Legal Department

Street Address: 500 Redwood Blvd.

City: Novato State: CA ZIP: 94947

## 6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41).....\$ 65.00

☐ Enclosed☒ Authorized to be charged to deposit account

## 8. Deposit account number: 07-1907

Gray Cary Ware &amp; Freidenrich

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

01/19/2000 DCURTES 00000001 071907 7551513

DO NOT USE THIS SPACE

01 FC:481

40.00 CR

02 FC:482

25.00 CR

## 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.

Cheryl A. Goodall

Name of Person Signing

Cheryl A. Goodall

Signature

December 10, 1999

Date

3

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

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231TRADEMARK  
REEL: 002010 FRAME: 0431

# ASSIGNMENT OF TRADEMARKS

# COPY

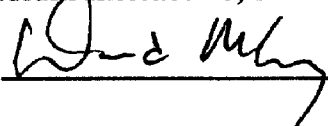
WHEREAS, Palladium Interactive, Inc. ("Assignor"), a Delaware corporation whose business address is 900 Larkspur Landing Circle, Suite 295, Larkspur, California 94939, has adopted and is using the trademarks shown in Schedule A hereto in its business;

AND WHEREAS, Mattel, Inc. ("Assignee"), a Delaware corporation having its principal place of business at 333 Continental Boulevard, El Segundo, California 90245, 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, this 15<sup>th</sup> day of November, 1999.

Palladium Interactive, Inc.

By: 

Name: David McEvoy

Title: Vice President

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

PALLADIUM INTERACTIVE, INC.

ULTIMATE SCRAPBOOK

09/10/1998 75/551513

PALLADIUM INTERACTIVE, INC.

ULTIMATE SCRAPBOOK CREATOR

10/13/1998 75/568603

2 Records Processed

## SCHEDULE A

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

PALLADIUM INTERACTIVE, INC.

ULTIMATE SCRAPBOOK

09/10/1998 75/551513

PALLADIUM INTERACTIVE, INC.

ULTIMATE SCRAPBOOK CREATOR

10/13/1998 75/568603

2 Records Processed

# SCHEDULE A