

03-24-2000

ONLY

To the Honorable Commissioner

the attached original documents or copy thereof.

1. Name of conveying party(ies):

Mattel, Inc.
333 Continental Boulevard
El Segundo, CA 90245-5012

101299305

and address of receiving party(ies):

Name: Neotoy Partnership

Internal Address: _____

Street Address: 3 Sunset Court

City: Hawthorn Woods State: IL ZIP: 60047

- ☐ 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: 1/14/2000

- ☐ Individual(s) citizenship _____
☐ Association _____
☒ General Partnership _____
☐ Limited Partnership _____
☐ Corporation-State _____
☐ 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)

2,145,691

1,907,790

1,940,209

Additional numbers attached? ☐ Yes ☐ No

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

Name: Juettner Pyle & Piontek

Internal Address: Attn: Michael Piontek

Street Address: 221 North LaSalle St.

Suite 850

City: Chicago State: IL ZIP: 60601

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

8. Deposit account number:

10-1324

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

DO NOT USE THIS SPACE

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.

Michael Piontek

Name of Person Signing

Signature

1/28/00

Date

Total number of pages comprising cover sheet: _____

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Mattel, Inc., a corporation organized and existing under the laws of the State of Delaware, having a principal place of business at 333 Continental Boulevard, El Segundo, California 90245-5012 (hereinafter called "the Assignor") holds title to the trademark registrations set forth in Exhibit A attached hereto; and

WHEREAS, Neotoy Partnership, having a place of business at 3 Sunset Court, Hawthorn Woods, Illinois 60047 (hereinafter called "the Assignee") is desirous of acquiring the trademark registrations set forth in Exhibit A.

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 registrations, said interest includes the business underlying the mark together with the goodwill associated with the foregoing trademarks, said assignment and transfer is deemed effective as of January 14, 2000.

Mattel, Inc.

A handwritten signature in dark ink, appearing to read "Daniel F. Sullivan", is written over a horizontal line.

Daniel F. Sullivan
Assistant Secretary

EXHIBIT A

<u>MARK</u>	<u>REGISTRATION NO.</u>
DOCTOR DREADFUL	2,145,691
DOCTOR DREADFUL FOOD LAB	1,907,790
DOCTOR DREADFUL DRINK LAB	1,940,209