

MED 3-20-00



To the Honorable Commissioner of Patent

101328026

shed original documents or copy thereof.

1. Name of conveying party(ies):

THOMAS LOWE VENTURES, INC.

☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation - State of Indiana
☐ Other _____

Additional name(s) of conveying parties attached? ☐ Yes ☒ No

2. Name and address of receiving parties:

Name: MATTEL, INC.

Internal Address: _____

Street Address: 333 Continental BoulevardCity: El Segundo State: Ca Zip: 90245-5012Country: USA

3. Nature of conveyance:

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

☐ Individual(s) Citizenship _____
☐ Association
☐ General Partnership
☐ Limited Partnership
☒ Corporation - State of Delaware
☐ Other _____

If Assignee is not domiciled in the United States, a domestic representative designation is attached ☐ yes ☒ noAdditional name(s) & address(es) attached? ☐ Yes ☒ NoExecution Date: July 1, 1999

4. Application number(s) or Registration number(s):

A. Trademark Application No(s):

B. Trademark Registration No(s)

Registration No. 1,964,584Registration No. 2,049,426Additional numbers attached? ☐ Yes ☒ No

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

Kristin Freebairn

Name: RIORDAN & McKINZIE

Internal Address: _____

Street Address: 300 South Grand Avenue
29th Floor,City: Los Angeles State: CA Zip: 900716. Total number of applications and registrations involved in this request for Change of Name: 1217. Total fee (37 CFR 3.41) \$ 65.00☒ Enclosed Check No. 98737

Any additional fees which may be required are

☐ Authorized to be charged to deposit account
No. _____

8. Deposit account number:

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

04/21/2000 JJALLAH2 00000075 1964584

01 FC:481
02 FC:48240.00 DP
25.00 DP

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.

Kristin Freebairn

Name of Person Signing

Signature

March 15, 2000

Date

Total number of pages including cover sheet, attachments, and documents: 15 including check

Mail documents to be recorded with required cover sheet information to:

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Washington, D.C. 20231

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TRADEMARK
REEL: 002056 FRAME: 0234

ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, Thomas Lowe Ventures, Inc., an Indiana corporation ("TLV"), has adopted, used and is using certain of those marks listed on Exhibit A attached hereto, including any registrations of such marks, and;

WHEREAS, Mattel, Inc., a Delaware corporation ("Mattel"), is desirous of acquiring the worldwide rights in and to the marks on Exhibit A, as well as any registrations thereof, together with the goodwill appurtenant thereto.

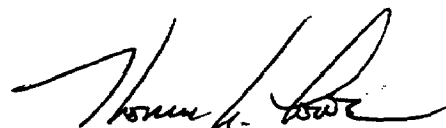
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, TLV does hereby assign, grant, bargain, sell, transfer and deliver to Mattel the worldwide right, title and interest, in and to the marks listed on Exhibit A attached hereto, together with the goodwill of the business symbolized by such marks, and any and all registrations thereof, including but not limited to those identified on Exhibit A, to have and to hold the same unto Mattel. This Assignment shall be effective as of March 1, 1998.

TLV, at the request of Mattel, shall, or shall cause its affiliates to, promptly execute and deliver to Mattel all such further assignments and other documents, in form and substance reasonably satisfactory to Mattel and its counsel and TLV and its counsel, and to take such further action as Mattel may reasonably request, in order to vest in Mattel title to the marks listed on Exhibit A.

IN WITNESS WHEREOF, TLV has caused this instrument to be signed by its proper corporate officer this 1st day of July, 1999.

TLV

By:



Name: Thomas E. Lowe
Title: President

STATE OF INDIANA.

COUNTY OF St. Joseph

)
) ss.
)

On July 1, 1999, before me, the undersigned, personally appeared Thomas E. Lowe personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Linda S. Taylor

Notary Public Linda S. Taylor
Commission Expires: March 29, 2008

EXHIBIT A

Any and all rights, title and interest in any of the following marks:

1. Sizzler and/or Sizzlers for use with "toy cars, tracks and accessories therefor", including but not limited to U.S. Reg. No. 2,044,984 and Canadian Appln. Serial No. 767,584;
2. Sky Show for use with "toys, namely die-cast metal cars, race track and accessories sold as a unit," including but not limited to U.S. Reg. No. 1,964,584;
3. Juice Machine for use with "toy vehicle accessories, namely, toy vehicle battery charger," including but not limited to U.S. Reg. No. 2,049,426;
4. Fat Track for use with "plastic race track and accessories for toy vehicles," including but not limited to U.S. Serial No. 74/646,709;
5. Power Pit for use with toy cars, tracks and accessories therefor;
6. Goose Pump for use with toy cars, tracks and accessories therefor; and
7. Any and all rights, if any, in those marks listed on Exhibit 1 hereto.

GOOSE PUMP
GREENIE
GRIZZLOR
GUN SLINGER
HAIRY HAULER
HE-MAN
HIGH GEAR
HIRACKERS
HIWAY ROBBER
HONEY HILL BUNCH
HOOKS
HOT HEAP
HOT LINE
HOT SHOTS
HUB-BUBS
HUG 'N TALK
HUSH LI'L BABY
HUSH-A-BYE BABY
ICE "T"
IDEAL
INSIDE TRACK
JEWEL MAGIC
JINGLE BABY
JUICE MACHINE
KHAKI KOOLER
KIDDLE KOLOGNES
KNIT MAGIC
LAND SHARK
LARGE CHARGE
LICKETY SIX
LIDDLE KIDDLES
LITTLES
LOVE 'N TOUCH
LUCKY LOCKET KIDDLES
M.U.S.C.L.E.
MAJOR MATT MASON
MAGIC BOTTLE NEWBORN
MAGNETEL
MALIBU
MAN-AT-ARMS
MASTER CASTER
MASTERS OF THE UNIVERSE
MATT MASON
MATTEL-O-PHONE
MATTY
MONSTROID
MOTOCROSS I
MUSINGO

MY CHILD
NIGHT STALKER
NITTY GRITTY KITTY
NOODLE HEAD
ODD ROD
PADDY WAGON
PATOOTIE
PATTER PAL
PATTER PILLOWS
PEEPIN' BOMB
PIT CREW
PLASTIGOOP
POOCHIE
POP-ZA-BALL
POWER PAD
POWER PIT
POWER SHIFTERS
POWER SHOP
PRANCER
PRINCESS OF POWER
PUTT-PUTT
PYTHON
QUICK CURL
RACE AND CHASE
RACER RIG
RANDI READER
RASH I
ROAD RIPPER
ROCK 'EM SOCK 'EM ROBOTS
ROCKET BYE BABY
RODGER DODGER
RRRUMBLERS
RUB-A-DUB DOLLY
SAND CRAB
SAND DRIFTER
SAND WITCH
SCENE MACHINES
SCIENCE FRICTION
SCOOBA-DO
SCOOPER
SCORCHERS
SEASIDER
SEW MAGIC
SEW-FREE
SHE-RA
SHOGUN
SHOOT 'N SHELL
SHOW HOSS

SHOW-OFF
SHRINKIN VIOLETT
SIDE KICK
SILHOUETTE
SIR RODNEY ROADSTER
SISTER BELLE
SIX SHOOTER
SIZZLERS
SKEDDIDDLE KIDDLES
SKELETOR
SKY SHOW
SLIME
SLIME PIT
SNAKE MOUNTAIN
SNAKE
SNORKEL
SOFTUF
SPECIAL DELIVERY
SPIN OUT 360
SPINWELDER
SPLITTIN' IMAGE
SPOILER SPORT
STAFF CAR
STAGEFRIGHT
STAR SPANGLED
STARR
STEAM ROLLER
STICK M CAPS
STRANGE CHANGE
STREET SNORTER
SUGAR CADDY
SUNSATIONAL
SUPER CHARGER
SUPER SHOOTER
SUPER VAN
SUPERFINE TURBINE
SWEET "16"
SWEET TREATS
SWINGIN' WING
SWINGIN' WING
SWINGY
T-4-2
TALKIN' TRACKS
TALKING PICTURES
TALKING TITLES
TATTERS
TEAM TRAILER
TEELA

TENDER LOVE
THE EVIL HORDE
THE HEART FAMILY
THE HOOD
THE HOT ONES
THE ORIGINAL TEDDY BEAR
THE ROCKERS
THE SUNSHINE FAMILY
THUMBELINA
THUNDER BURP
TIMEY TELL
TINY TEARS
TIPPY TOES
TOG'L
TOMMY BURST
TOP ELIMINATOR
TORERO
TOSS ACROSS
TOUGH CUSTOMER
TRESSY
TRI BABY
T-TOTALLER
TUMBLIN' BEADS
TURBO TRAX
TURBOFIRE
TUTTI
TWIST 'N TURN
XPLODER
X-V RACERS