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11-06-2000

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

10.13.00

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To the Honorable Commissioner of Patents and T

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all documents or copy thereof.

1. Name of conveying party(ies):

Mattel, Inc.

- ☐ Individual(s)  
☐ General Partnership  
☒ Corporation-State - DE  
☐ Other
- ☐ Association  
☐ Limited Partnership

Additional name(s) of conveying party(ies) attached? ☐ Yes ☐ No

3. Nature of conveyance:

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

Execution Date: October 13, 2000

2. Name and address of receiving party(ies)

Name: TLC Education Properties, LLC  
ATTN: David L. McEvoy, Esq.  
Internal Address: General Counsel

Street Address: 500 Redwood Boulevard

City: Novato State: CA ZIP: 94947

- ☐ Individual(s) citizenship  
☐ Association  
☐ General Partnership  
☐ Limited Partnership  
☐ Corporation-State  
☒ Other Delaware limited liability company

If assignee is not domiciled in the United States, a domestic representative designee 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)

B. Trademark Registration No.(s)

1,994,750  
2,011,414

Additional numbers attached? ☐ Yes ☐ No

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

Name: Jane Shay Wald, Esq.

Internal Address: Irell & Manella LLP

Street Address: 1800 Avenue of the Stars

City: Los Angeles State: CA ZIP: 90067

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:

09-0946

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

11/03/2000 RHHED1 00000104 090946 1994750

DO NOT USE THIS SPACE

01 FC:481 40.00 CH  
02 FC:482 25.00 CH

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.

Jane Shay Wald

Name of Person Signing

Jane S. Wald  
Signature

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

10/13/00  
Date

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

TRADEMARK  
REEL: 002167 FRAME: 0943

## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is entered into by Mattel, Inc., a Delaware corporation, having a place of business located at 333 Continental Boulevard, El Segundo, California 90245 ("Assignor"), as assignor, in favor of TLC Education Properties, LLC, a Delaware limited liability company having a place of business located at 500 Redwood Boulevard, Novato, CA 94947 ("Assignee"), as assignee, with reference to the following facts and circumstances:

Assignor is the proprietor of the Trademark registrations in the United States (the "Trademarks") as shown on the attached Exhibit A.

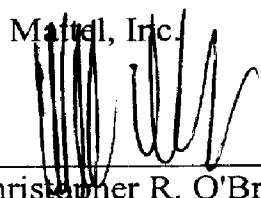
WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks and related rights.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer unto Assignee all right, title and interest of Assignor in and to the Trademarks, including without limitation the Trademark registrations identified above, together with the goodwill of the business symbolized by the marks, as well as its entire right, title and interest in and to all State registrations of the marks heretofore granted or applied for, any and all common law rights to the Trademarks in the United States and any state thereof, and any and all claims and demands it may have either at law or in equity arising out of any past infringements.


Assignor does hereby expressly agree that procedures be taken with the United States Patent and Trademark Office singly by Assignee to record the transfer of the Trademarks to Assignee.

In testimony whereof, Assignor has caused this Assignment to be executed by its officer(s) thereunto duly authorized.

Dated: October 13, 2000

Mattel, Inc.  
  
By: \_\_\_\_\_  
Christopher R. O'Brien  
Assistant General Counsel and  
Assistant Secretary

**Exhibit A**  
**Trademark Attachment**  
**LIVING BOOKS**  
**U.S. EDUCATION TRADEMARK**

		
HARRY AND THE HAUNTED HOUSE	8/20/96	1,994,750
LIVING BOOKS (& Design)	10/29/96	2,011,414