FORM PTO-1594 REC 11	-24-2000 HEET U.S DEPARTMENT OF COMMERCE
OM8 No. 0651-0011 (exp. 4/94)	Patent and Trademank Office
Tab semnos ⇒ ⇒ ▼ ▼	<b>T</b>
To the Honorable Commissioner of Pat.	1527237ched original documents or copy thereof.
Name of conveying party(ies):	2. Name and address of receiving party(ies)
	Name: TLC Productivity Properties, LLC
Mattel, Inc.	ATTN: David L. McEvoy, Esq.  Intomal Address: General Counsel
☐ Individual(s) ☐ Association	Street Address: 500 Redwood Boulevard
☐ General Partnership ☐ Limited Partnership	
2 Corporation-State - DE  Other	City: Novato State: CA ZIP: 94947
Additional name(s) of conveying party(ies) attached? ☐ Yes ☐ No	☐ Individual(s) citizenship
3. Nature of conveyance:	General Partnership
The Assistance of the Assistan	☐ Limited Partnership ☐ Corporation-State
<ul> <li>☑ Assignment</li> <li>☑ Merger</li> <li>☑ Security Agreement</li> <li>☑ Change of N</li> </ul>	
□ Other	W assignee is not domicited in the United States, a domestic representative designee
Execution Date: October 16, 2000	is attached:  Q Yes Q Ne (Designations must be a separate document from assignment)
Execution Date:	Additional name(s) & address(es) attached? ☐ Yes ☐ No
4. Application number(s) or patent number(s):	MND 10/17/00
A. Trademark Application No.(s)	B. Trademark Registration No.(s)
	2,234,830
Additional nur	nbers attached? (3 Yee X) No
5. Name and address of party to whom correspondence	6. Total number of applications and
concerning document should be mailed:	registrations involved:
-Name: Max Leitman, Esq.	
Internal Address: Irell & Manella LLP	7. Total fee (37 CFR 3.41)\$_40
	C. Enclosed
	Authorized to be charged to deposit account
Street Address: 1800 Avenue of the Stars	
3.33.7.33.03.	8. Deposit account number:
City: Los Angeles State: CA ZIP: 9006	09-0946
City: Los Angeles State: CA ZIP: 9006	(Attach duplicate copy of this page if paying by deposit account)
FC:481 40.00 CH DO	NOT USE THIS SPACE
Statement and size stress	
<ol> <li>Statement and signature.</li> <li>To the best of my knowledge and belief, the foregoing</li> </ol>	information is true and correct and any attached copy is a true copy (
the original document.	1/2///
Max Leitman	10/1/00
Name of Person Signing	Signature 2
	ncluding cover sheet, attachments, and document:

## 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 Productivity 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 following Trademark registration in the United States (the "Trademark"):

Trademark	Issue Date	Registration No.
PRESS WRITER	March 23, 1999	2,234,830

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademark 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 Trademark, 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 Trademark 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 Trademark to Assignee.

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

Mattel, Inc.

Dated: October 16, 2000

By: Name Robert More

Title: Senior Vice President, General Counsel

and Secretary

346469.01

RECORDED: 10/17/2000

TRADEMARK REEL: 002181 FRAME: 0204