



To the Honorable Commissioner of Pat.

101527237

Attached original documents or copy thereof.

Date \_\_\_\_\_

TRADEMARK  
REEL: 002181 FRAME: 0203

## 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.

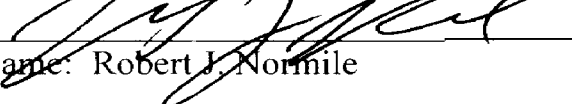
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer unto Assignee all right, title and interest of Assignor in and to the Trademark, including without limitation the Trademark registrations identified 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 J. Normile

Title: Senior Vice President, General Counsel  
and Secretary