

12-01-2000

U.S. Department of Commerce  
Patent and Trademark Office  
**TRADEMARK**



101534013

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8-22-00

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

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- ☒ New
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- ☐ Correction of PTO Error  
Reel #  Frame #
- ☐ Corrective Document  
Reel #  Frame #

**Conveyance Type**

- ☒ Assignment ☐ License
- ☐ Security Agreement ☐ Nunc Pro Tunc Assignment
- ☐ Merger  Effective Date  
Month Day Year
- ☐ Change of Name
- ☐ Other

**Conveying Party**

☐ Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

- ☒ Individual ☐ General Partnership ☐ Limited Partnership ☐ Corporation ☐ Association
- ☐ Other
- ☐ Citizenship/State of Incorporation/Organization

**Receiving Party**

☐ Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

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- ☒ Corporation ☐ Association

☐ Other

☐ Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

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Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
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**TRADEMARK**  
**REEL: 002185 FRAME: 0463**

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number (310) 252-3749

Name

Michele L. Mc Shane

Address (line 1)

Vice President and Assistant General Counsel

Address (line 2)

Mattel, Inc.

Address (line 3)

333 Continental Boulevard

Address (line 4)

El Segundo, CA 90245-5012

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

1

**Trademark Application Number(s) or Registration Number(s)**

☐ Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

75475950

**Number of Properties**

Enter the total number of properties involved.

#

1

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

40.00

Method of Payment:

Enclosed ☐

Deposit Account ☒

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

13-2180

Authorization to charge additional fees:

Yes

☒

No

☐

**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. Charges to deposit account are authorized, as indicated herein.

Sonia R. Toliver

Name of Person Signing

Sonia R. Toliver

Signature

8/22/00

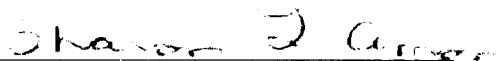
Date Signed

ASSIGNMENT OF TRADEMARK

WHEREAS, Sharon L. Amon, an individual residing at 4784 North Meridian Road, Williamston, Michigan 48895, (hereinafter called "the Assignor") is the sole and exclusive owner of Trademark Application Serial No. 75/475,950 for the mark MATEY;

WHEREAS, Mattel, Inc., a corporation organized and existing under the laws of the State of Delaware, located and doing business at 333 Continental Boulevard, El Segundo, California 90245-5012 (hereinafter called "the Assignee") is desirous of acquiring the above-mentioned trademark application;

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 application, said interest includes the business underlying the mark together with the goodwill associated with the foregoing trademark, said assignment and transfer is deemed effective as of November 4, 1998.

  
Sharon L. Amon

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DEC 1 1998

TRADEMARK McSHANE

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