

04-05-2001



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 U.S. Department of Commerce
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TRADEMARK
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2-16-01

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

Submission Type

- ☒ New
- ☐ Resubmission (Non-Recordation)
 Document ID #
- ☐ Correction of PTO Error
 Reel # Frame #
- ☐ Corrective Document
 Reel # Frame #

Conveyance Type

- ☒ Assignment ☐ License
- ☐ Security Agreement ☐ Nunc Pro Tunc Assignment
- ☐ Merger
- ☐ Change of Name
- ☐ Other

 Effective Date
 Month Day Year
 2 8 01
Conveying Party
☐ Mark if additional names of conveying parties attached
Name **MATTEL, INC.**
 Execution Date
 Month Day Year
 2 8 01
Formerly

- ☐ Individual ☐ General Partnership ☐ Limited Partnership ☒ Corporation ☐ Association
- ☐ Other

☒ Citizenship/State of Incorporation/Organization **Delaware**
Receiving Party
☐ Mark if additional names of receiving parties attached
Name **ED KAPLAN ASSOCIATES**DBA/AKA/TA Composed of Address (line 1) **6786 WILLOWOOD DRIVE**Address (line 2) **#G1006**Address (line 3) **BOCA RATON**

City

FLORIDA

State/Country

33434

Zip Code

- ☐ Individual ☒ General Partnership ☐ Limited Partnership
- ☐ Corporation ☐ Association
- ☐ Other

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.)

☐ Citizenship/State of Incorporation/Organization **Florida**
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Enter the total number of pages of the attached conveyance document including any attachments.

2

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)

75/429740

1,991,882

75/835194

2,003,510

75/456575

1,996,037

Number of Properties

Enter the total number of properties involved.

6

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 165 %

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:

#

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.

Edwin Kaplan

Name of Person Signing

Edwin Kaplan

Signature

February 9, 2001

Date Signed

EXHIBIT A

<u>MARK</u>	<u>COUNTRY</u>	<u>REGISTRATION / APPLICATION NO.</u>
DOODLE BEAR	U.S.	1,991,882
DOODLE BEAR & Design	U.S.	2,003,510
DOODLE GRAM	U.S.	75/429740
DOODLE PETS	U.S.	1,996,037
DOODLE PONIES	U.S.	75/835194
DOODLE ZOODLES	U.S.	75/456575
DOODLE BEAR	Austria	166.238
DOODLE BEAR	Benelux	562164
DOODLE BEAR	France	94546303
DOODLE BEAR	Germany	395 39 456
DOODLE BEAR	Italy	764080
DOODLE BEAR	Spain	1.939.607
DOODLE BEAR	Switzerland	438.612
DOODLE BEAR	U.K.	2022500
DOODLE BEAR & Design	Canada	TM465,528


ASSIGNMENT OF TRADEMARKS

WHEREAS, Mattel, Inc., a corporation organized and existing under the laws of the State of Delaware, having a principal place of business at 333 Continental Boulevard, El Segundo, California 90245-5012 (hereinafter called "the Assignor") holds title to the trademark applications and registrations set forth in Exhibit A attached hereto; and

WHEREAS, Ed Kaplan Associates, a general partnership having its place of business at 6786 Willowood Drive, #G1006, Boca Raton, FL 33434 (hereinafter called "the Assignee") is desirous of acquiring the trademark applications and registrations set forth in Exhibit A.

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 trademarks, whether statutory or at common law, and all applications and registrations therefor, including, but not limited to, those in the U.S. Patent and Trademark Office and in any foreign trademark office as set forth in Exhibit A attached hereto, together with all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to such infringements, said interest includes the business underlying the trademarks together with the goodwill associated with the foregoing trademarks, said assignment and transfer is deemed effective as of February 8, 2001.

Mattel, Inc.



Daniel F. Sullivan
Assistant Secretary