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Form PTO-1594

(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/31/2002)

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U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

## 1. Name of conveying party(ies):

Granny Says, Inc.

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation-State Texas  
☐ Other \_\_\_\_\_

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

## 3. Nature of conveyance:

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

Execution Date: August 19, 2002

## 2. Name and address of receiving party(ies)

Name: Mattel, Inc.

Internal

Address: \_\_\_\_\_

Street Address: 333 Continental Blvd.

City: El Segundo State: CA Zip: 90245

- ☐ Individual(s) citizenship \_\_\_\_\_  
☐ Association \_\_\_\_\_  
☐ General Partnership \_\_\_\_\_  
☐ Limited Partnership \_\_\_\_\_  
☒ Corporation-State Delaware  
☐ Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation 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 registration number(s):

A. Trademark Application No.(s) \_\_\_\_\_  
 76/002,633

B. Trademark Registration No.(s) \_\_\_\_\_

Additional number(s) attached ☐ Yes ☒ No

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

Name: Jill M. Pietrini

Internal Address: \_\_\_\_\_

Manatt, Phelps &amp; Phillips, LLP

Street Address: 11355 W. Olympic Blvd.

City: Los Angeles State: CA Zip: 90064

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- ☐ Enclosed  
☒ Authorized to be charged to deposit account

## 8. Deposit account number:

DA 131 241

FINANCE SECTION



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## 9. Signature.

Jill M. Pietrini

Name of Person Signing

  
 Signature

August 29, 2002

Date

3

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

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

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TRADEMARK  
 REEL: 002578 FRAME: 0378

**ASSIGNMENT OF TRADEMARK AND APPLICATION FOR  
UNITED STATES REGISTRATION THEREOF**

This assignment is made by and between Granny Says, Inc., a Texas corporation with its principal place of business at 6633 Shadow Crest Drive, Plano, Texas 75093 ("Granny Says") and Mattel, Inc., a Delaware corporation with its principal place of business at 333 Continental Boulevard, El Segundo, California 90245 ("Mattel").

WHEREAS, Granny Says adopted and uses, and thereby owns all right, title and interest in and to the trademark and United States Application for Registration thereof identified below (hereinafter the "Mark" and "Application", respectively), along with the goodwill of the business appurtenant to said Mark:

| <u>Trademark</u> | <u>U.S. Application Serial<br/>No.</u> | <u>Filing Date</u> |
|------------------|--|--------------------|
| GRANNY SAYS      | 76/002,633                             | March 16, 2000     |

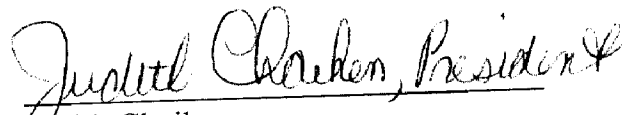
WHEREAS, Mattel desires to acquire the Mark and Application and Granny Says has agreed to assign the Mark and Application to Mattel.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Granny Says hereby assigns to Mattel all right, title and interest in the United States and in any other country in the world in and to the Mark and Application, together with the goodwill of the business symbolized by the Mark and any and all claims, demands, and causes of action for infringement, of the Mark, past, present, and future, and all of the proceeds from any and all claims, demands, and causes of action for infringement, of the Mark.

The Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration to assignee Mattel.

Signed at Plano, Texas effective this 19<sup>TH</sup> day of August, 2002.

Granny Says, Inc.

  
Judith Chaiken  
President

STATE OF TEXAS

COUNTY OF

Collin

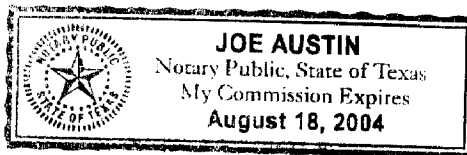
SS.

AUGUST

On ~~July~~ 19th, 2002 before me, Joe Austin, Notary Public, personally appeared ~~Joe~~ Chaiken, proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that ~~he~~ <sup>she</sup> executed the same in ~~his~~ <sup>her</sup> authorized capacity, and that by ~~his~~ <sup>her</sup> signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

Joe Austin  
Notary Public



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