

11-27-2002



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

102294627

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

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

Mattel, Inc.

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation-State Delaware  
☐ 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: October 16, 2002

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

Name: Origin Products Limited

Internal

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

10 Lambton Place

Street Address: Westbourne GroveLondon, England W11 2SH

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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)

78/135012

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: Michele McShaneInternal Address: Mattel, Inc. M1-1518Street Address: 333 Continental Blvd.City: El Segundo State: CA Zip: 90245-5012

## 6. Total number of applications and registrations involved: \_\_\_\_\_

1

7. Total fee (37 CFR 3.41).....\$ 20.00

- ☐ Enclosed  
☒ Authorized to be charged to deposit account

## 8. Deposit account number:

13-2180

Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

## 9. 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.

Michael Moore

Name of Person Signing

Signature

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: 002623 FRAME: 0831

DESIGNATION OF DOMESTIC REPRESENTATIVE

Origin Products Limited, a company registered in England and Wales, hereby designates the following as its domestic representation, upon whom notices or process affecting the mark may be served:

78 135012

Bruce W. McKee

McKee, Voorhees & Sease

801 Grand Avenue, Suite 3200

Des Moines, Iowa 50309-2721

United States

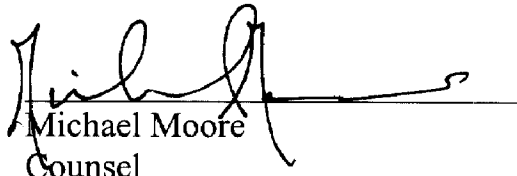
## ASSIGNMENT OF TRADEMARK

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 Assignor") is the sole and exclusive owner of Trademark Application Serial No. 78/135012 for the mark SWAP & POP;

WHEREAS, Origin Products Limited, a company registered in England and Wales (registered number 1519311) whose registered office is at 10 Lambton Place, Westbourne Grove, London W11 2SH, (hereinafter referred to as "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 hereby transfers and assigns to Assignee, its successors and assigns 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 October 16, 2002.

Mattel, Inc.

  
Michael Moore  
Counsel  
Mattel, Inc.