

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Patch Products, Inc.		02/02/2004	CORPORATION: WISCONSIN

## RECEIVING PARTY DATA

Name:	Mattel, Inc.
Street Address:	333 Continental Boulevard
City:	El Segundo
State/Country:	CALIFORNIA
Postal Code:	90245
Entity Type:	CORPORATION: DELAWARE

## PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	2109964	3 FOR ME
Registration Number:	2151123	MAD GAB
Registration Number:	2390495	MAD GAB

## CORRESPONDENCE DATA

Fax Number: (608)258-4258

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 6082584272

Email: PTOMailMadison@foley.com

Correspondent Name: Mark A. Kassel

Address Line 1: 150 E. Gilman St.

Address Line 4: Madison, WISCONSIN 53703-1481

ATTORNEY DOCKET NUMBER:

079768-0124

NAME OF SUBMITTER:

Mark A. Kassel

Total Attachments: 3

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TRADEMARK

REEL: 002820 FRAME: 0077

900006656

OP \$90.00 2109964



## TRADEMARK ASSIGNMENT

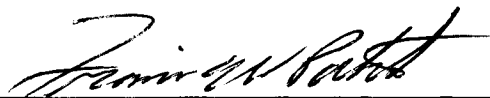
WHEREAS, PATCH PRODUCTS, INC., a Wisconsin corporation with a place of business in Beloit, Wisconsin ("Assignor") is the owner of those trademarks (the "Marks") and registrations (the "Registrations") therefor listed on Schedule A attached hereto; and

WHEREAS, MATTEL, INC., a Delaware corporation with a place of business in El Segundo, California ("Assignee") wishes to acquire the Marks and the Registrations, together with the goodwill of the business in connection with which the Marks are used.

NOW, THEREFORE, for good and valuable consideration, the receipt of which Assignor hereby acknowledges, Assignor hereby agrees to and does sell, assign and transfer to Assignee the entire right, title and interest of Assignor in and to the Marks and the Registrations, together with the goodwill of the business to which the Marks pertain, as well as all rights of enforcement and recovery for past infringement. Assignor further agrees, at Assignee's expense, to take all reasonable and necessary steps to implement the provisions of this assignment.

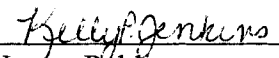
IN WITNESS WHEREOF, a duly authorized officer of Assignor has executed this agreement on the date listed below.

### PATCH PRODUCTS, INC.

By:   
Name: Francis W. Patch  
Title: CEO

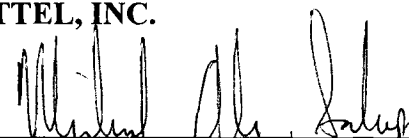
Dated: February 2, 2004

Subscribed and sworn to before me this 1  
day of February, 2004.

  
Notary Public

My Commission Expires <sup>15</sup> permanent

### MATTEL, INC.

By:   
Name: Michael Salup  
Title: SVP, Corporate Strategic Planning

Dated: February 2, 2004

Subscribed and sworn to before me this \_\_\_\_  
day of February, 2004.

\_\_\_\_\_  
Notary Public

My Commission Expires: \_\_\_\_\_

# CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

STATE OF CALIFORNIA

)

) ss.

COUNTY OF LOS ANGELES

)

On February 18, 2004

(DATE)

, before me,

R. S. Gelbart, Notary Public

(NAME, TITLE OF OFFICER - E.G., "JANE DOE, NOTARY PUBLIC")

personally appeared

Michael A. Salop

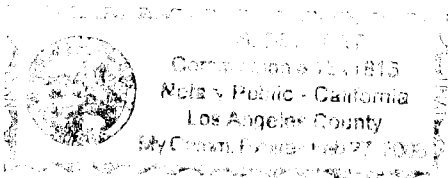


personally known to me

-or-



proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

*R. S. Gelbart*

Signature Of Notary

## OPTIONAL

Though the data below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent reattachment of this form.

### CAPACITY CLAIMED BY SIGNER

☐ Individual

☒ Corporate Officer

Senior Vice President, Corporate Strategic Planning

Title(s)

☐ Partner(s)

☐ Limited

☐ General

☐ Attorney-In-Fact

☐ Trustee(s)

☐ Guardian/Conservator

☐ Other:

Signer is representing:

Name Of Person(s) Or Entity(ies)

Mattel, Inc,

### DESCRIPTION OF ATTACHED DOCUMENT

Trademark Assignment

Title Or Type Of Document

1

Number Of Pages

February 2, 2004

Date Of Document

N/A

Signer(s) Other Than Named Above

TRADEMARK

REEL: 002820 FRAME: 0080

# SCHEDULE A

<u>Country</u>	<u>Reg. No.</u>	<u>Mark</u>	<u>Class</u>
United States	2,109,964	3 FOR ME	28
United States	2,151,123	MAD GAB	28
United States	2,390,495	MAD GAB	9
CTM	1088723	MAD GAB	28