

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
MATTEL, INC.		02/11/2005	CORPORATION:
RECEIVING PARTY DATA			
Name:	STREET PLAYERS HOLDING CORP.		
Street Address:	4203 REDWOOD AVENUE #102		
City:	LOS ANGELES		
State/Country:	CALIFORNIA		
Postal Code:	90066		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78519675	STREET SHARKS	
CORRESPONDENCE DATA			
Fax Number:	(310)252-3861		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	310-252-5912		
Email:	RICHELLE.SAVAGE@MATTEL.COM		
Correspondent Name:	MATTEL, INC.		
Address Line 1:	333 CONTINENTAL BLVD.		
Address Line 2:	M1-1220		
Address Line 4:	EL SEGUNDO, CALIFORNIA 90245		
NAME OF SUBMITTER:	DONALD B. AIKEN		
Signature:	/donald b. aiken/		
Date:	02/11/2005		
Total Attachments: 1			

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TRADEMARK
REEL: 003027 FRAME: 0781

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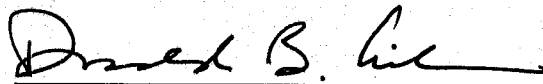
ASSIGNMENT OF TRADEMARK

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. 78/519675 for the mark STREET SHARKS;

WHEREAS, Street Players Holding Corp., a corporation organized and existing under the law of the State of California, located and doing business at 4203 Redwood Avenue #102, Los Angeles, California 90066 (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 February 11, 2005.

Mattel, Inc.

A handwritten signature in dark ink, appearing to read "Donald B. Aiken", written over a horizontal line.

Donald B. Aiken
Vice President and Assistant General Counsel
Mattel, Inc.