

## 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
Leonard W. Stitz		12/23/2004	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Mattel, Inc.		
Street Address:	333 Continental Blvd.		
City:	El Segundo		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75773292	COOLWHEELS.COM	
CORRESPONDENCE DATA			
Fax Number:	(310)914-5843		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(310) 231-5439		
Email:	ctappa@manatt.com		
Correspondent Name:	Jill M. Pietrini, Esq.		
Address Line 1:	11355 W. Olympic Boulevard		
Address Line 4:	Los Angeles, CALIFORNIA 90064		
NAME OF SUBMITTER:	Jill M. Pietrini		
Signature:	//jmp//		
Date:	03/04/2005		
Total Attachments: 2 source=Assignment of Coolwheels#page1.tif			

OP \$40.00 75773292

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TRADEMARK  
REEL: 003038 FRAME: 0966



**ASSIGNMENT OF TRADEMARK AND THE  
UNITED STATES APPLICATION THEREOF**

This assignment is made by and between Leonard W. Stitz, an individual having a place of business at 1702 North Main Street, Suite 201; Santa Ana, California 92706 (hereinafter "Assignor") and Mattel, Inc., a corporation organized and existing under the laws of the State of Delaware, having its principal place of business at 333 Continental Boulevard, El Segundo, California 90245 (hereinafter "Mattel").

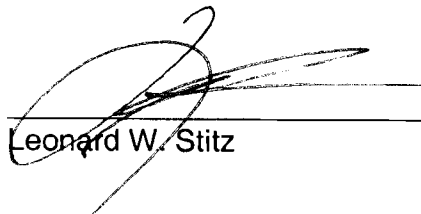
Assignor represents he first used the trademark COOLWHEELS.COM for computerized online retail services in the field of automobile accessories at least as early as December 1, 1998, and that the trademark is still in use in commerce.

WHEREAS, Assignor uses and claims to own all rights, title and interest in and to the trademark and United States application thereof identified below (hereinafter the "Mark" and "Application", respectively), along with the goodwill of the business appurtenant to said Mark:

<u>Trademark</u>	<u>Serial No.</u>	<u>Filing Date</u>
COOLWHEELS.COM	75/773292	August 10, 1999

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignor, hereby assigns to Mattel all right, title and interest in and to the Mark and the 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 the foregoing.

Signed at Tustin, California, this 23 day of Dec, 2004.

  
\_\_\_\_\_  
Leonard W. Stitz

State of California                    }  
County of Orange                    }

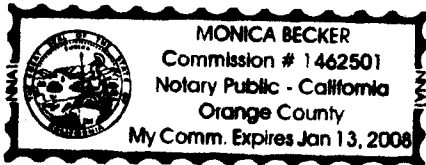
SS:

On this 23<sup>rd</sup> day of December, 2004, before me, Monica Becker,  
a Notary Public, personally appeared Leonard W. Stitz,

X personally known to me, or

\_\_\_\_\_ 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 executed the same in his authorized capacity and that by  
his signature on the instrument the entity upon behalf of which the person acted,  
executed the instrument. WITNESS my hand and official seal.



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Monica Becker  
Notary Public