

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.		09/01/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Shogakukan Productions Co., Ltd.
Street Address:	Showa Building
Internal Address:	2-30 Kanda Jinbocho, Chiyoda-Ku
City:	Tokyo
State/Country:	JAPAN
Postal Code:	101-8415
Entity Type:	CORPORATION: JAPAN

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78645712	MAMODO MIX

CORRESPONDENCE DATA

Fax Number: (212)894-5552
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Email: keely.herrick@kattenlaw.com
Correspondent Name: Simon Bock
Address Line 1: 575 Madison Avenue
Address Line 2: Katten Muchin Rosenman LLP
Address Line 4: New York, NEW YORK 10022-2585

DOMESTIC REPRESENTATIVE

Name: Katten Muchin Rosenman LLP
Address Line 1: 575 Madison Avenue
Address Line 4: New York, NEW YORK 10022-2585

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TRADEMARK
REEL: 003153 FRAME: 0143

NAME OF SUBMITTER:	Keely L. Herrick
Signature:	/klh/
Date:	09/06/2005
Total Attachments: 1 source=assignment#page1.tif	

TRADEMARK ASSIGNMENT


WHEREAS, Mattel, Inc., a corporation organized and existing under the laws of Delaware, having offices at M1-1518 333 Continental Boulevard, El Segundo, California, U.S.A. 90245-5012 ("Assignor"), is the owner of U.S. Trademark Application Serial No. 78/645,712 for the mark MAMODO MIX (the "Mark"); and

WHEREAS, Shogakukan Productions Co., Ltd., a corporation organized and existing under the laws of Japan, having offices at Showa Building, 2-30 Kanda Jinbocho, Chiyoda-Ku, Tokyo 101-8415, Japan, ("Assignee"), is desirous of acquiring the Mark and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby confirms the assignment and transfer to Assignee of all of Assignor's right, title and interest in and to the Mark, together with the goodwill of the business symbolized by such Mark, and the right to sue for past infringements.

IN WITNESS WHEREOF, Assignor has signed this Assignment this 1ST day of SEPTEMBER, 2005.

MATTEL, INC.

By: 
Name: Michael Moore
Title: Senior Counsel