

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 UK Limited		03/03/2006	United Kingdom corporation: UNITED KINGDOM
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: 1			
Property Type	Number	Word Mark	
Registration Number:	0993794	MATCHBOX	
CORRESPONDENCE DATA			
Fax Number:	(310)312-4224		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	3103124000		
Email:	ctappa@manatt.com		
Correspondent Name:	Jill M. Pietrini, Esq.		
Address Line 1:	11355 W. Olympic Boulevard		
Address Line 2:	Manatt, Phelps & Phillips, LLP		
Address Line 4:	Los Angeles, CALIFORNIA 90064		
ATTORNEY DOCKET NUMBER:	12838-634		
NAME OF SUBMITTER:	Jill M. Pietrini, Esq.		
Signature:	//jmp//		

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TRADEMARK
REEL: 003262 FRAME: 0136

Date:

03/07/2006

Total Attachments: 2

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

This assignment is made by and between Mattel UK Limited, a United Kingdom corporation, having a principal place of business at Vanwall Business Park, Vanwall Road, Maidenhead, Berkshire, UK SL6 4UB (hereinafter "Assignee") and Mattel, Inc., a Delaware corporation, having a principal place of business at 333 Continental Blvd., El Segundo, California 90245 (hereinafter "Mattel").

WHEREAS, Assignee owns all rights, title and interest in and to the trademark and United States Registration thereof identified below (hereinafter the "Mark" and "Registration", respectively), along with the goodwill of the business appurtenant to said Mark:

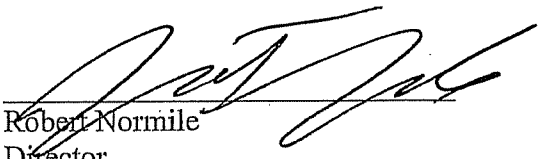
<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
MATCHBOX	993,794	September 24, 1974

WHEREAS, Assignee desires to acquire all right, title and interest to the Mark and the Registration.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignee hereby assigns to Mattel all right, title and interest in the United States in and to the Mark and Registration, together with the goodwill of the business symbolized by the Mark, together with 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 El Segundo, California, effective this 3 day of March, 2006.

MATTEL UK LIMITED


Robert Normile
Director

State of California }

SS:

County of Los Angeles }

On this 3 day of March 2006, before me Mary E. Craig a Notary Public, personally appeared Robert Normile,

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.

Mary E. Craig
Notary Public

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