

## 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          |
| RADICA GAMES LTD.  |  | 04/23/2007     | CORPORATION: BERMUDA |
| RECEIVING PARTY DATA   |  |                |                      |
| Name:  | MATTEL, INC.                                 |                |                      |
| Street Address:  | 333 CONTINENTAL BLVD.                        |                |                      |
| Internal Address:  | M1-1518                                      |                |                      |
| City:  | EL SEGUNDO                                   |                |                      |
| State/Country:   | CALIFORNIA                                   |                |                      |
| Postal Code:   | 90245  |                |                      |
| Entity Type:   | CORPORATION: DELAWARE                        |                |                      |
| PROPERTY NUMBERS Total: 1  |  |                |                      |
| Property Type  | Number                                       | Word Mark      |                      |
| Serial Number:   | 78614914                                     | RADICA GAMES   |                      |
| CORRESPONDENCE DATA  |  |                |                      |
| Fax Number:  | (310)252-3861                                |                |                      |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |  |                |                      |
| Email:   | LYNN.WHELAN@MATTEL.COM                       |                |                      |
| Correspondent Name:  | MICHAEL MOORE                                |                |                      |
| Address Line 1:  | 333 CONTINENTAL BLVD.                        |                |                      |
| Address Line 2:  | M1-1518                                      |                |                      |
| Address Line 4:  | EL SEGUNDO, CALIFORNIA 90245                 |                |                      |
| NAME OF SUBMITTER:   | LYNN WHELAN                                  |                |                      |
| Signature:   | /law/  |                |                      |
| Date:  | 04/23/2007                                   |                |                      |
| Total Attachments: 1   |  |                |                      |

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REEL: 003527 FRAME: 0005



TRADEMARK ASSIGNMENT

WHEREAS, Radica Games Ltd., a corporation organized and existing under the laws of Bermuda, having offices at Clarendon House, 2 Church Street, Hamilton HM 11, Bermuda, is the owner of U.S. Trademark Application Serial No. 78/614,914 for the mark RADICA GAMES (the "Mark"); and

WHEREAS, Mattel, Inc., a corporation organized and existing under the laws of Delaware, having offices at 333 Continental Blvd., M1-1518, El Segundo, California 90278, is desirous of acquiring said rights in and to the Mark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Radica Games, Ltd. does hereby assign unto Mattel, Inc., all right, title and interest in and to the Mark, together with all accrued causes of action for infringement or misappropriation thereof.

Dated: \_\_\_\_\_

4/23/07

RADICA GAMES LTD.

By: \_\_\_\_\_

Name: Andrew Inesi

Title: Vice President and Director

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