

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.		08/01/2007	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: 4			
Property Type	Number	Word Mark	
Serial Number:	77012743	THE ORIGINAL BASS FISHIN'	
Serial Number:	77013197	VIDEO JOURNAL	
Serial Number:	77056956	IM-ME	
Serial Number:	77013806	MY - IM	
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/		

CH \$115.00 77012743

900083240

TRADEMARK
REEL: 003592 FRAME: 0022

Date:

08/01/2007

Total Attachments: 1

source=VidJour-OrigBass-IMME-MYIM marks TM Assign#page1.tif

TRADEMARK ASSIGNMENT

WHEREAS, pursuant to an Intellectual Property Transfer Agreement of October 3, 2006 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, transferred ownership of certain intellectual property (the "Transferred IP") to Mattel, Inc., a corporation organized and existing under the laws of Delaware, having offices at 333 Continental Blvd., M1-1518, El Segundo, California 90245;

WHEREAS, the Transferred IP includes U.S. Trademark Application Serial Nos. 77/012,743 for the mark THE ORIGINAL BASS FISHIN', 77/013,197 for the mark VIDEO JOURNAL, 77/056,956 for the mark IM-ME and 77/013,806 for the mark MY IM (the "Marks"); and

WHEREAS, Radica Games, Ltd. and Mattel, Inc. are desirous of further documenting said transfer;

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 Marks, together with all accrued causes of action for infringement or misappropriation thereof.

RADICA GAMES LTD.

Dated: _____

8/1/07

By: _____

Name: Andrew Inesi

Title: Vice President and Director