

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
OUT OF THE BOX PUBLISHING, INC.		08/20/2007	CORPORATION: WISCONSIN
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	
Registration Number:	2326461	APPLES TO APPLES	
Registration Number:	2540569	BLINK	
Registration Number:	2787627	QWITCH	
Registration Number:	2995042	SNORTA	
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, MATTEL, INC.		
Address Line 1:	333 CONTINENTAL BLVD.		
Address Line 2:	M1-1518		
Address Line 4:	EL SEGUNDO, CALIFORNIA 90245		
NAME OF SUBMITTER:	LYNN WHELAN		

CH \$115.00 2326461

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TRADEMARK
REEL: 003616 FRAME: 0552

Signature:	/law/
Date:	09/06/2007
Total Attachments: 4 source=OTBPInc Assignment#page1.tif source=OTBPInc Assignment#page2.tif source=OTBPInc Assignment#page3.tif source=OTBPInc Assignment#page4.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Out of the Box Publishing, Inc., a Wisconsin corporation, of 2722 Oakridge Avenue, Madison, WI 53704 ("Assignor"), is the current owner of record of the trademarks listed on the attached Schedule A ("Trademarks").

WHEREAS, Mattel, Inc., a Delaware corporation, having its principal place of business at 333 Continental Boulevard, El Segundo, CA 90245 ("Assignee"), wishes to acquire the entire right, title and interest in, to and under the said Trademarks and any Registrations and Applications for Registration thereof, together with the goodwill and that portion of the business in connection with which the Trademarks are used;


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, transfer, convey and assign to said Assignee the entire right, title and interest in, to and under said Trademarks and any Registrations and Applications for Registration thereof, together with the goodwill and that portion of the business associated with and symbolized by the Trademarks, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made. Assignor further agrees to execute any and all documents and do any such further acts that shall be required in order for Assignee to secure such rights.

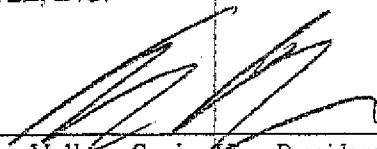
[Signature pages to follow]

IN TESTIMONY WHEREOF, Assignor has executed this Assignment by its proper officers thereunto duly authorized, this 20 day of August, 2007.

OUT OF THE BOX PUBLISHING, INC.

MATTEL, INC.

By: 
Mark A. Osterhaus, President

By: 
Drew Vollero, Senior Vice President,
Strategic Planning and Mergers & Acquisitions

Date: August 20, 2007

Date: August 20, 2007

Signature page 1 of 2 to Trademark Assignment (US)

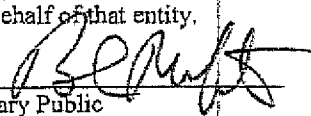
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TRADEMARK
REEL: 003616 FRAME: 0555

CERTIFICATE OF NOTARY

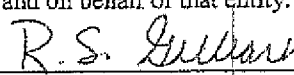
State of Wisconsin)
) SS
County of Dane)

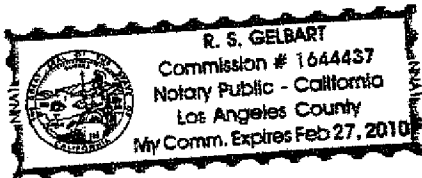
On this 16th day of August 2007, before me appeared Mark A. Osterhaus, known to me personally and as President of OUT OF THE BOX PUBLISHING, INC. and after executing this document acknowledged and affirmed that he/she did so freely, and in the capacity indicated, and that he has the power and authority to do so in that capacity and on behalf of that entity.


Notary Public

State of California)
) SS
County of LOS ANGELES)

On this 14th day of August 2007, before me appeared Drew Vollero, known to me personally and in the capacity in which he/she has signed on behalf of MATTEL, INC. and after executing this document acknowledged and affirmed that he/she did so freely, and in the capacity indicated, and that he/she has the power and authority to do so in that capacity and on behalf of that entity.


Notary Public



Signature page 2 of 2 to Trademark Assignment (US)

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TRADEMARK
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SCHEDULE A

TRADEMARK	Application No.	Registration No.	Issuance Date
APPLES TO APPLES	75675281	2326461	03/07/2000
BLINK	78041160	2540569	02/19/2002
QWITCH	78134283	2787627	11/25/2003
SNORTA	78451670	2995042	09/13/2005

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