

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.		01/23/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	AMERICAN GIRL, LLC		
Street Address:	333 CONTINENTAL BLVD.		
Internal Address:	M1-1518		
City:	EL SEGUNDO		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78344777	MIA	
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		
Signature:	/law/		
Date:	01/24/2008		
Total Attachments: 1			

900097264

TRADEMARK
REEL: 003702 FRAME: 0985

CH \$40.00 78344777

TRADEMARK ASSIGNMENT

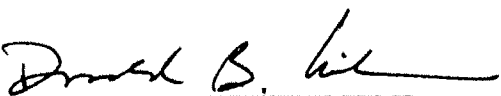
WHEREAS, Mattel, Inc., a corporation organized and existing under the laws of Delaware, having offices at M1-1518 333 Continental Boulevard, El Segundo, California, U.S.A. 90245-5012 ("Assignor"), is the owner of U.S. Trademark Application Serial No. 78/344,777 for the mark MIA (the "Mark"); and

WHEREAS, American Girl, LLC, a limited liability company organized and existing under the laws of the State of Delaware, located and doing business at 333 Continental Boulevard, El Segundo, California 90245 ("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 23rd day of JANUARY, 2008.

MATTEL, INC.

By: 
Name: DONALD B. ALLEN
Title: VICE PRESIDENT + ASSISTANT
GENERAL COUNSEL