

## 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
JADA TOYS, INC.		07/31/2008	CORPORATION: CALIFORNIA
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	
Registration Number:	2637124	HOT RIGZ	
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:	DONALD B. AIKEN, 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:	08/04/2008		
Total Attachments: 2			

900112894

TRADEMARK  
REEL: 003828 FRAME: 0141

CH \$40.00 2637124



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

This assignment is made by and between Jada Toys, Inc., a California corporation, having a business address of 938 Hatcher Avenue, City of Industry, California 91748 (hereinafter referred to as "Assignor"), and Mattel, Inc., a Delaware corporation, having a business address of 333 Continental Boulevard, El Segundo, California 90245 (hereinafter referred to as "Assignee").

WHEREAS, Assignor adopted and uses, and claims to own all rights, title and interest in and to the trademark and the United States Registration thereof identified below, (the "Mark" or the "Registration"), along with the goodwill of the business appurtenant to said Mark:

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
HOT RIGZ	2,637,124	10/15/02

WHEREAS, Assignor has agreed to assign to Assignee all right, title, and interest in the Mark in all formats used by Assignor and the Registration, including the goodwill associated with the Mark and 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.

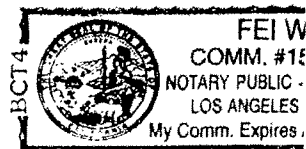
WHEREAS, Assignor agrees and acknowledges that after this assignment is executed, Assignee is the owner of all right, title, and interest in and to the Mark and the Registration, and that the Mark and Registration are valid.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Mark and the Registration, together with the goodwill of the business symbolized by the Mark, and 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 Los Angeles, California, this 3/ day of July, 2008.

JADA TOYS, INC.

  
Dun Ren Tzeng  
General Manager



# CALIFORNIA ALL-PURPOSE CERTIFICATE OF ACKNOWLEDGMENT

State of California

County of

Los Angeles

On July 31, 2008 before me, Fei Wu, Notary Public

(Here insert name and title of the officer)

personally appeared

Dun Ren Tzeng

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/~~she~~/they executed the same in his/~~her~~/their authorized capacity(ies), and that by his/~~her~~/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

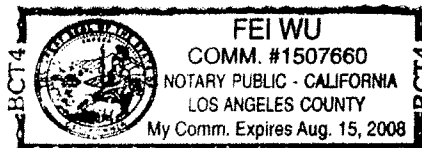
I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature of Notary Public

Fei Wu

(Notary Seal)



## ADDITIONAL OPTIONAL INFORMATION

### DESCRIPTION OF THE ATTACHED DOCUMENT

Assignment of Trademark and

(Title or description of attached document)

the United States Registration

(Title or description of attached document continued)

Number of Pages 1 Document Date 7/31/2008

(Additional information)

### CAPACITY CLAIMED BY THE SIGNER

☐ Individual(s)

☒ Corporate Officer

General Manager

(Title)

☐ Partner(s)

☐ Attorney-in-Fact

☐ Trustee(s)

☐ Other

### INSTRUCTIONS FOR COMPLETING THIS FORM

Any acknowledgment completed in California must contain verbiage exactly as appears above in the notary section or a separate acknowledgment form must be properly completed and attached to that document. The only exception is if a document is to be recorded outside of California. In such instances, any alternative acknowledgment verbiage as may be printed on such a document so long as the verbiage does not require the notary to do something that is illegal for a notary in California (i.e. certifying the authorized capacity of the signer). Please check the document carefully for proper notarial wording and attach this form if required.

- State and County information must be the State and County where the document signer(s) personally appeared before the notary public for acknowledgment.
- Date of notarization must be the date that the signer(s) personally appeared which must also be the same date the acknowledgment is completed.
- The notary public must print his or her name as it appears within his or her commission followed by a comma and then your title (notary public).
- Print the name(s) of document signer(s) who personally appear at the time of notarization.
- Indicate the correct singular or plural forms by crossing off incorrect forms (he/~~she~~/they, is/~~are~~) or circling the correct forms. Failure to correctly indicate this information may lead to rejection of document recording.
- The notary seal impression must be clear and photographically reproduced. Impression must not cover text or lines. If seal impression smudges, re-seal if a sufficient area permits, otherwise complete a different acknowledgment form.
- Signature of the notary public must match the signature on file with the office of the county clerk.
  - ❖ Additional information is not required but could help to ensure this acknowledgment is not misused or attached to a different document.
  - ❖ Indicate title or type of attached document, number of pages and date.
  - ❖ Indicate the capacity claimed by the signer. If the claimed capacity is a corporate officer, indicate the title (i.e. CEO, CFO, Secretary).
- Securely attach this document to the signed document