

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
Top Notch Toys Limited		06/17/2008	LIMITED PARTNERSHIP: HONG KONG
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:	78761367	AIRBLADE	
CORRESPONDENCE DATA			
Fax Number:	(310)252-3861		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	darleen.murphy@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:	Darleen L. Murphy		
Signature:	/dlm/		
Date:	10/09/2008		

CH 78761367 \$40.00

TRADEMARK ASSIGNMENT

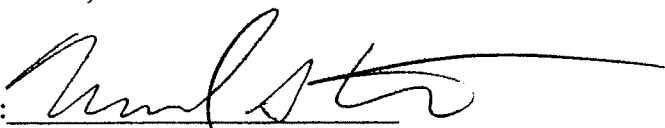
WHEREAS, Top Notch Toys Limited, a limited partnership organized and existing under the laws of Hong Kong, having offices at World Finance Center, South Tower, Suite 509, Harbour City, Tst, Kowloon, Hong Kong ("Assignor"), is the owner of U.S. Trademark Registration Serial No. 78/761,367 for the mark AIRBLADE (the "Mark"); and

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 ("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 17th day of JUNE, 2008.

MATTEL, INC.

By: 
Name: MICHAEL G. HETMAN
Title: CO-FOUNDER
TOP NOTCH TOYS LIMITED