

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
MARBAN INDUSTRIES, INC.		02/25/2009	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	MATTEL, INC.		
Street Address:	333 CONTINENTAL BOULEVARD		
Internal Address:	M1-1518		
City:	EL SEGUNDO		
State/Country:	CALIFORNIA		
Postal Code:	90245-5012		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78365715	SENTENCE SAYS	
CORRESPONDENCE DATA			
Fax Number:	(310)252-3861		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	RICHELLE.SAVAGE@MATTEL.COM		
Correspondent Name:	MATTEL, INC.		
Address Line 1:	333 CONTINENTAL BOULEVARD		
Address Line 2:	M1-1518		
Address Line 4:	EL SEGUNDO, CALIFORNIA 90245-5012		
NAME OF SUBMITTER:	Richelle Savage		
Signature:	/rws/		
Date:	03/23/2009		
Total Attachments: 3			

900129983

TRADEMARK
REEL: 003957 FRAME: 0611

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ASSIGNMENT OF TRADEMARKS

This assignment is made by and between Marban Industries, Inc., also known as Marban Industries Corporation, a California corporation, having a business address of 2633 Lincoln Boulevard, Unit 258, Santa Monica, California 90405 (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 thereby claims to own all rights, title and interest in and to the trademarks SENTENCE SAYS and SENTENCE SAYS DICE (the "Marks") and the United States Application identified below (the "Application"), along with the goodwill of the business appurtenant to said Marks:

<u>Trademark</u>	<u>Serial No.</u>	<u>Filing Date</u>
SENTENCE SAYS (Stylized)	78/365,715	February 10, 2004

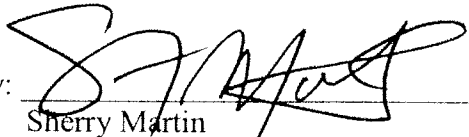
WHEREAS, Assignor has agreed to assign all right, title, and interest in the Marks and the Application to Assignee, including the goodwill associated with the Marks and any and all claims, demands, and causes of action for infringement, of the Marks, past, present, and future, and all of the proceeds 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 Marks and the Application, and that the Marks and Application 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 Marks and the Application, together with the goodwill of the business symbolized by the Marks, and any and all claims, demands, and causes of action for infringement, of the Marks, past, present, and future, and all of the proceeds from the foregoing.

Signed at Santa Monica, California, this 25th day of February 2009.

MARBAN INDUSTRIES, INC., aka
MARBAN INDUSTRIES CORPORATION

By: 
Sherry Martin

Title: CEO

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

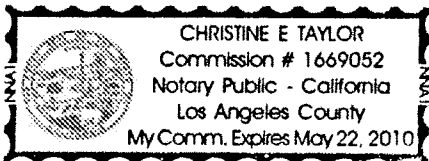
State of California

County of Los Angeles

On 2-25-09 before me, _____
Date

Christine E. Taylor Notary Public
Here Insert Name and Title of the Officer

personally appeared Sherry Ford Martin
Name(s) of Signature(s)



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.

Place Notary Seal Above

Signature Christine E. Taylor
Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Assignment of Trademarks

Document Date: Feb 25, 2009 Number of Pages: 1

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: _____

- ☐ Individual
☐ Corporate Officer — Title(s): _____
☐ Partner — ☐ Limited ☐ General
☐ Attorney in Fact
☐ Trustee
☐ Guardian or Conservator
☐ Other: _____

Signer Is Representing: _____

Signer's Name: _____

- ☐ Individual
☐ Corporate Officer — Title(s): _____
☐ Partner — ☐ Limited ☐ General
☐ Attorney in Fact
☐ Trustee
☐ Guardian or Conservator
☐ Other: _____

Signer Is Representing: _____

TRADEMARK

REEL: 003957 FRAME: 0614

State of California }
County of _____ } ss:

On this _____ day of _____, 2009, before me _____,
a Notary Public, personally appeared Sherry Martin, _____ of Marban Industries,
Inc., a California corporation, proved to me on the basis of satisfactory evidence to be the person
whose name is subscribed to the within instrument and acknowledged to me that he executed the
same in his authorized capacity and that by his signature on the instrument the entity upon behalf
of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Notary Public

Old wording

41301990.1

*see Attached Notary
Certificate*