

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													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 30%;">Name</th> <th style="width: 30%;">Formerly</th> <th style="width: 20%;">Execution Date</th> <th style="width: 20%;">Entity Type</th> </tr> <tr> <td>COROLLE</td> <td></td> <td>12/31/2008</td> <td>Societe par actions simplifiee: FRANCE</td> </tr> </table>	Name	Formerly	Execution Date	Entity Type	COROLLE		12/31/2008	Societe par actions simplifiee: FRANCE					
Name	Formerly	Execution Date	Entity Type										
COROLLE		12/31/2008	Societe par actions simplifiee: FRANCE										
RECEIVING PARTY DATA													
Name:	MATTEL, INC.												
Street Address:	333 Continental Boulevard												
City:	El Segundo												
State/Country:	CALIFORNIA												
Postal Code:	90245												
Entity Type:	CORPORATION: DELAWARE												
PROPERTY NUMBERS Total: 3													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 20%;">Property Type</th> <th style="width: 20%;">Number</th> <th style="width: 60%;">Word Mark</th> </tr> <tr> <td>Registration Number:</td> <td>1242190</td> <td>COROLLE</td> </tr> <tr> <td>Registration Number:</td> <td>2467214</td> <td>COROLLE</td> </tr> <tr> <td>Registration Number:</td> <td>1786872</td> <td>COROLLINE</td> </tr> </table>	Property Type	Number	Word Mark	Registration Number:	1242190	COROLLE	Registration Number:	2467214	COROLLE	Registration Number:	1786872	COROLLINE	
Property Type	Number	Word Mark											
Registration Number:	1242190	COROLLE											
Registration Number:	2467214	COROLLE											
Registration Number:	1786872	COROLLINE											
CORRESPONDENCE DATA													
Fax Number:	(916)444-5441												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Phone:	916-444-5444												
Email:	cb@saciplaw.com												
Correspondent Name:	Catherine Ashley Straight												
Address Line 1:	1922 21st Street												
Address Line 4:	Sacramento, CALIFORNIA 95811												
ATTORNEY DOCKET NUMBER:	10946												
NAME OF SUBMITTER:	Catherine Ashley Straight												

CH \$90.00 1242190

900138948

TRADEMARK
REEL: 004026 FRAME: 0504

Signature:	/Catherine Ashley Straight/
Date:	07/17/2009
Total Attachments: 3 source=Corolle-Mattel_Assignments-TRADEMARKS#page1.tif source=Corolle-Mattel_Assignments-TRADEMARKS#page2.tif source=Corolle-Mattel_Assignments-TRADEMARKS#page3.tif	

USA

CONFIRMATORY DEED OF ASSIGNMENT

BETWEEN :

COROLLE,

a "société par actions simplifiée",
having its head office and principal place of business at :
Zone Industrielle Sud Langeais
37130 Langeais - France,

(hereunder, "the Assignor")

AND :

MATTEL, Inc.,

a company organized and existing under the laws of the State of Delaware, USA, having its head office and principal place of business at :
333 Continental Boulevard
El Segundo, CA 90245 - United States of America

(hereunder, "the Assignee")

WHEREAS :

By virtue of an Agreement between the parties dated December 31, 2008, the Assignee, as successor in title of the Assignor has acquired all of the Assignor's right, title and interest in and to the Trademarks, Trademark Registrations, Patents, Design Patents, and Patent Applications, listed on the Exhibits annexed hereto, and to the goodwill associated therewith;

The Assignor and the Assignee desire to memorialize the transfer of the Trademarks, Trademark Registrations, Patents, Design Patents, and Patent Applications from the Assignor to the Assignee; and

The Assignor declares that it has not heretofore assigned any right of ownership nor any right of use concerning the above-mentioned Trademarks, Trademark Registrations, Patents, Design Patents, and Patent Applications.

BY THESE PRESENTS :

In consideration of U.S. \$10.00 (ten United States dollars), the mutual promises, covenants and agreements set forth in the Agreement, and other good and valuable consideration given by the Assignee to the Assignor, the receipt and sufficiency of which are hereby acknowledged:

TRADEMARK
REEL: 004026 FRAME: 0506

The Assignor hereby confirms its assignment to the Assignee of all right, title, and interest in and to the Trademarks, Trademark Registrations, Patents, Design Patents, and Patent Applications, together with the goodwill associated therewith.

The Assignee is entitled to undertake, resume or continue, in its own name but at its own expense, as plaintiff or defendant, any proceedings or actions, and/or the enforcement or defense of all rights concerning the assigned Trademarks, Trademark Registrations, Patents, Design Patents, and Patent Applications, including the right to legally pursue any prior or future usurpation or infringement of the assigned properties.

The Assignee may claim or obtain for its exclusive benefit, all damages and profits and all other remedies owed by infringers of the said Trademarks, Trademark Registrations, Patents, Design Patents, and Patent Applications for infringing acts committed before or after the assignment.

The Assignee acknowledges that all the documents relative to the assignment, in particular the official titles, have been given to it.

This document will be recorded at the U.S. Patent and Trademark Office at the expense and request of the Assignee.

For **COROLLE**


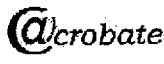
Name : C. PETOT
Title : VP COROLLE



For **Mattel, Inc.**

Name : David B. Lee
Title : VICE PRESIDENT + ASSOCIATE GENERAL COUNSEL

**ANNEX
TRADEMARKS
for Recordal of Assignment
from COROLLE to Mattel, Inc.**

Country	Mark	Status	Serial No. Filing Date	Reg. No. Reg. Date	Owner	Class(es)
USA	BEBE ACROBATE	Registered	76357609 January 10, 2002	2796713 December 23, 2003	COROLLE	28
USA	CAMILLE ET CLARA	Registered	76322982 October 9, 2001	2685689 February 11, 2003	COROLLE	28
USA	COROLLE	Registered	73356528 March 25, 1982	1242190 June 14, 1983	COROLLE	28
USA		Registered	75827473 October 20, 1999	2467214 July 10, 2001	COROLLE	28
USA	COROLLINE	Registered	74320144 October 5, 1992	1786872 August 10, 2003	COROLLE	28
USA		Registered	76357610 January 10, 2002	2785491 November 25, 2003	COROLLE	28