

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM309849

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ADAM FINEMAN		06/16/2014	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	MATTEL, INC.		
Street Address:	333 CONTINENTAL BOULEVARD		
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:	1978520	BIG JIM	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	310-252-2724		
Email:	Matt.solmon@mattel.com		
Correspondent Name:	MATT SOLMON		
Address Line 1:	333 CONTINENTAL BOULEVARD		
Address Line 2:	M1-1518		
Address Line 4:	EL SEGUNDO, CALIFORNIA 90245		
NAME OF SUBMITTER:	MATT SOLMON		
SIGNATURE:	/mss/		
DATE SIGNED:	07/07/2014		
Total Attachments: 1			
source=BIG JIM - Assignment of US Reg 1978520 - Adam Fineman to Mattel Inc#page1.tif			

CH \$40.00 1978520

DEED OF ASSIGNMENT

UNITED STATES

WHEREAS, Adam Fineman, an individual residing at 12340 Seal Beach Blvd. #221, Seal Beach CA 90740 (hereinafter "Fineman"), is the owner of the following mark, which has been registered in the United States and not otherwise been transferred or assigned to any third party:

U.S. Trademark Registration No. 1978520

BIG JIM

WHEREAS Mattel, Inc., a corporation organized and existing under the laws of California and having a principal place of business at El Segundo, California (hereinafter "Mattel"), desires to acquire all of Fineman's rights, title and interest, and the goodwill associated with the above-referenced trademark and the registration of the trademark;

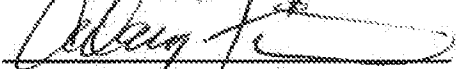
WHEREAS Fineman is the registered owner of the above-referenced trademark, and desires to assign such trademark to Mattel and will do, perform and execute all documents in connection therewith;

WHEREAS, Fineman and Mattel desire that the assignment of the above-referenced trademark be made a matter of record in the United States Patent and Trademark Office; and

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, Fineman does hereby sell, assign, transfer and convey to Mattel all of its right, title and interest in and to the above-referenced mark, together with the goodwill of the business symbolized by the mark and the registration of the mark.

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be executed effective as of June 16, 2014.

ADAM FINEMAN

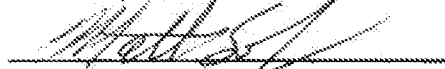


By: ADAM FINEMAN

Title: OWNER

Date: 6/16/14

MATTEL, INC.



By: MATT SOLMON

Title: ASSISTANT SECRETARY

Date: 6/30/14

TRADEMARK