

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM336886

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
WIGGLES 3 D INCORPORATED		12/20/2011	CORPORATION: CANADA
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: 2			
Property Type	Number	Word Mark	
Registration Number:	3719723	PASS THE POPCORN	
Registration Number:	4023562	MOVIE SNAP	
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:	310-252-6733		
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 90278		
NAME OF SUBMITTER:	MICHAEL MOORE		
SIGNATURE:	/mcm/		
DATE SIGNED:	04/01/2015		
Total Attachments: 6			
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TRADEMARK ASSIGNMENT

WHEREAS, WIGGLES 3 D INCORPORATED, an Ontario corporation (the “Assignor”) is the current owner of record of the trademarks on the attached Schedule A (“Trademarks”).

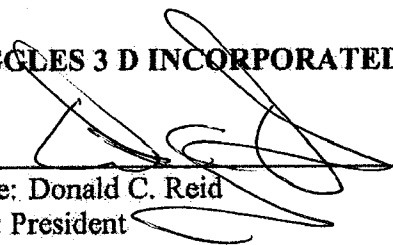
WHEREAS, MATTEL, INC., a Delaware corporation, having its principal place of business at 333 Continental Boulevard, El Segundo, CA 90245 (“Assignee”), desires to acquire the entire right, title and interest in, to and under the said Trademarks and any registrations and applications for registration thereof, together with the goodwill and that portion of the business in connection with which the Trademarks are used;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, transfer, convey and assign to said Assignee the entire right, title and interest in, to and under said Trademarks and any registrations and applications for registration thereof, together with the goodwill and that portion of the business associated with and symbolized by the Trademarks, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made. Assignor further agrees to execute any and all documents and do any such further acts that shall be required in order for Assignee to secure such rights.

[Signature page follows]

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be duly executed as of the date first set forth above.

WIGGLES 3 D INCORPORATED

By: 
Name: Donald C. Reid
Title: President

MATTEL, INC.

By: _____
Name: Justin Moser
Title: Vice President, Finance and Strategic
Planning

Signature Page to Trademark Assignment

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be duly executed as of the date first set forth above.

WIGGLES 3 D INCORPORATED

By: _____
Name: Donald C. Reid
Title: President

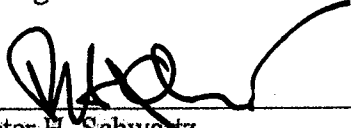
MATTEL, INC.

By: _____
Name: Justin Moser
Title: Vice President, Finance and Strategic
Planning

CERTIFICATE OF NOTARY

PROVINCE OF ONTARIO)
) ss.
COUNTY OF MIDDLESEX)

Personally came before me this 20 day of December, 2011, Donald C. Reid, to me known to be the President of Wiggles 3D Incorporated, to me known to be the person who executed the foregoing instrument and acknowledges the same.



Peter H. Schwartz
Notary Public, Ontario
My commission is permanent.

Notary Public (affix stamp or seal)

Signature Page to Trademark Assignment

CERTIFICATE OF NOTARY

STATE OF CALIFORNIA)

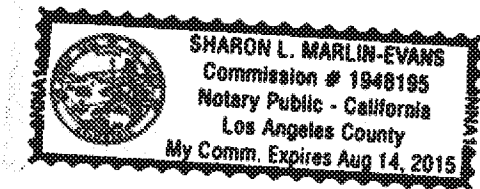
COUNTY OF LOS ANGELES)

On December 19, 2011 before me, Sharon Marlin-Evans, Notary Public, personally appeared Justin Moser who 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 person, or the entity upon behalf of which the person 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: Sharon Marlin-Evans
Sharon Marlin-Evans



Notary Public (affix stamp or seal above)

Signature Page to Trademark Assignment

TRADEMARK
REEL: 005489 FRAME: 0484

SCHEDULE A

Mark	Country	Status	Application No.	Filing Date	Registration No.	Registration Date
PASS THE POPCORN	United States	Registered	77/581,872	September 30, 2008	3,719,723	December 1, 2009
MOVIE SNAP	United States	Registered	85/000,406	March 29, 2010	4,023,562	September 6, 2011

Signature Page to Trademark Assignment