

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM352474

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
MEGA BRANDS INTERNATIONAL		05/14/2015	CORPORATION: LUXEMBOURG

RECEIVING PARTY DATA

Name:	MATTEL-MEGA HOLDINGS (US), LLC
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: 67

Property Type	Number	Word Mark
Registration Number:	3962662	BATTLE STRIKERS
Registration Number:	3732598	BATTLE STRIKERS TURBO TOPS
Registration Number:	3732600	BATTLE STRIKERS TURBO TOPS
Registration Number:	2806686	BOARD DUDES
Registration Number:	2806687	
Registration Number:	2849958	BORDERS
Registration Number:	4112588	BREAKTHROUGH
Registration Number:	2058308	CLAY CREATIONS
Registration Number:	2958133	CLIP 'N COLOR
Registration Number:	4036377	CLIP-A-BLANK
Registration Number:	4511555	COLOR ACTIVE
Registration Number:	3865490	COLOR BLANKS
Registration Number:	1968835	COLOR GEAR
Registration Number:	2181276	COOL BOX
Registration Number:	4162375	COSMO
Registration Number:	4491813	CRAFT CANDY DELICIOUSLY CREATIVE
Registration Number:	2036385	CREATION STATION
Registration Number:	3971892	CREATIVE CLAY

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	2179467	CURVES
Registration Number:	3624375	DAZZLING JEWELS
Registration Number:	3045642	ESPHERA 360°
Registration Number:	3079005	ESPHERA 360°
Registration Number:	4491957	EXPRESS IT!
Serial Number:	86245437	FIRST ARTISTS
Registration Number:	2016492	FUZZY
Registration Number:	2634531	GLITTER MAGIC
Registration Number:	4242943	GLITZ
Registration Number:	4385139	GOO-HU
Serial Number:	86354103	GRAPHIC SKINZ DESIGN STUDIO
Registration Number:	2139265	GREAT GRIP
Registration Number:	2091443	GREAT GRIPS
Registration Number:	2182621	GREAT GRIPS
Registration Number:	4169226	IMPRESSIONS
Registration Number:	4541548	INSTANT AQUA MOLDER
Registration Number:	3521953	MAGNEXT
Registration Number:	3939731	METAL XS
Registration Number:	1951703	MIRACLE ERASER
Registration Number:	3542227	ORIGINAL FUZZY POSTER
Registration Number:	4176966	PHANTOM
Registration Number:	1781565	PRESTIGE
Registration Number:	1957626	ROSE ART
Registration Number:	1957628	ROSE ART
Registration Number:	1957625	ROSE ART
Registration Number:	3524833	ROSE ART
Registration Number:	3587728	ROSEART
Registration Number:	3576786	ROSE ART
Registration Number:	3524842	ROSEART
Registration Number:	1968561	ROSEART FUN DOUGH
Registration Number:	4289737	SCRIBBLE STUFF
Registration Number:	4373749	SMART ADVANCE
Registration Number:	4087107	SMART EASEL
Registration Number:	4155670	SMOOTHTECH
Serial Number:	85812091	SNAPP
Registration Number:	3648359	SRX GREEN
Registration Number:	2036039	SUPER STUFF
Registration Number:	2198975	SUPERDRAW

Property Type	Number	Word Mark
Registration Number:	4384024	SWIRL CLICK
Registration Number:	4427647	THE LOCKER DUDES
Registration Number:	4699951	THE PEONY TREE
Serial Number:	85526154	THE SMART DUDES
Registration Number:	3884116	THE WRITE DUDES
Registration Number:	2182662	U.S.A. GOLD
Registration Number:	4250896	ULTRAGRIPZ
Registration Number:	4242941	ULTRATOUCH
Registration Number:	4569876	W
Registration Number:	1374014	WARREN
Registration Number:	4191447	WRITING EVOLVED

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 310-252-3629
Email: Richelle.savage@mattel.com
Correspondent Name: RICHELLE SAVAGE
Address Line 1: 333 CONTINENTAL BOULEVARD
Address Line 2: M1-1518
Address Line 4: EL SEGUNDO, CALIFORNIA 90245

NAME OF SUBMITTER:	DONALD AIKEN
SIGNATURE:	/donald b. aiken/
DATE SIGNED:	08/24/2015

Total Attachments: 4

source=Mega Intl to Mattel-Mega Assignment#page1.tif
source=Mega Intl to Mattel-Mega Assignment#page2.tif
source=Mega Intl to Mattel-Mega Assignment#page3.tif
source=Mega Intl to Mattel-Mega Assignment#page4.tif

INTELLECTUAL PROPERTY ASSIGNMENT

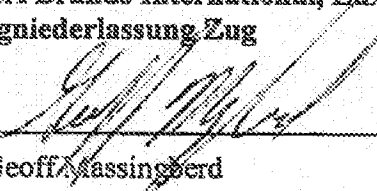
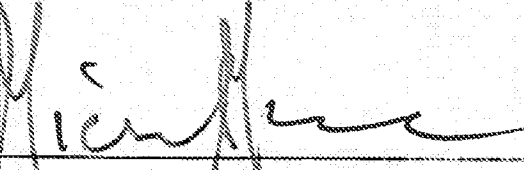
This Intellectual Property Assignment (the "Assignment") is made and effective as of December 31, 2014 (the "Effective Date") by and between **Mega Brands International**, a Luxembourg corporation, by and through its branch company **MEGA Brands International, Luxembourg, Zweigniederlassung Zug** (together, "Assignor"), and **Mattel-MEGA Holdings (US), LLC**, a Delaware corporation ("Assignee").

WHEREAS, Assignor owns and has used certain trademarks, service marks, and patents in connection with its business (collectively, the "Assigned IP"); and

WHEREAS, Assignee wishes to acquire the entire right, title, and interest in and to the Assigned IP and Assignor wishes to assign the entire right, title, and interest in and to the Assigned IP to Assignee.

NOW, THEREFORE, for valuable and legally sufficient consideration, the receipt and legal sufficiency of which the parties acknowledge, Assignor hereby sells, assigns, and transfers to Assignee its entire right, title, and interest in and to the Assigned IP, including but not limited to the patents, trademarks, and service marks set forth on the attached Schedule A, and including the right to bring actions for infringements of the Assigned IP occurring prior to the Effective Date of this Assignment, together with that part of the goodwill of Assignor's business connected with and symbolized by the Assigned IP.

IN TESTIMONY WHEREOF, the parties have caused this Intellectual Property Assignment to be executed by its authorized representatives.

Mega Brands International MEGA Brands International, Luxembourg, Zweigniederlassung Zug 	Mattel-MEGA Holdings (US), LLC 
By: Geoff Kassinger	By: Michael Moore
Its: Director	Its: Assistant Secretary
Date: <u>May 14th</u> , 2015	Date: _____, 2015

Country	Trademark	Serial No.	Reg. No.	Class
Spain	GLAMOUR GEAR	2,182,206	2,182,206	28
Spain	ROSE ART	M1965701	M1965701	16
Spain	ROSE ART	M1965702	M1965702	28
Spain	ROSE ART & squiggle design	1,968,624	1,968,624	16
Spain	ROSE ART & squiggle design	1,968,625	1,968,625	28
Sweden	ROSE ART	1995/06083	310,789	16, 28
Sweden	ROSE ART FUN DOUGH	1995/06085	317,112	16
Sweden	ROSEART and Design	1993/03791	257,877	16
Sweden	ROSEART and Design	1995-06084	310,790	16, 28
Sweden	ROSEART and Design	1993/03558	261,400	2, 16, 28
Taiwan	ROSE ART	86004862	804,742	16
Taiwan	ROSE ART & squiggle design	86004864	822,082	16
Thailand	BATTLE STRIKERS TURBO TOPS and Design	736223		28
Ukraine	MAGNETIX	m 2006 01819	79794	28
Ukraine	MAGNETIX (in Cyrillic characters)	m 2006 01821	79795	28
USA	AQUA PIX	77/052,181	3,524,705	16
USA	BATTLE STRIKERS	77/853,893	3,962,662	28
USA	BATTLE STRIKERS TURBO TOPS	77-648128	3,732,598	28
USA	BATTLE STRIKERS TURBO TOPS & design	77-648550	3,732,600	28
USA	B'CHIC	77/026,104	3,619,760	28
USA	B'CHIC	77/355,427	3,667,368	16
USA	BOARD DUDES	78210112	2806686	9, 16, 20
USA	BOARD DUDES logo	78/210,143	2806687	9, 16, 20
USA	BORDERS	78-297101	2849958	28
USA	BREAKTHROUGH	85-107085	4,112,588	28
USA	CASE FULLA FUN	74253074	1782180	28
USA	CLAY CREATIONS	74/733,196	2,058,308	28
USA	CLIP 'N COLOR	78/253,672	2,958,133	16
USA	CLIP-A-BLANK	85/214,222	4,036,377	28
USA	COLOR ACTIVE	85,703,931	4,511,555	16
USA	COLOR BLANKS	77,779,787	3,865,490	28
USA	COLOR CASE	74/193,092	1,783,419	16
USA	COLOR GEAR	74498874	1,968,835	16
USA	COLORSHARP	78/161619	2,835,435	16
USA	COLOR START	77/111,350	3,581,052	16
USA	COOL BOX	75/181,905	2,181,276	21
USA	COSMO	85/363,228	4,162,375	16
USA	CRAFT CANDY DELICIOUSLY CREATIVE	86637382	4491813	28
USA	CREATION STATION	74/608,933	2,036,385	16, 28
USA	CREATIVE CLAY	85/060,957	3,971,892	28
USA	CREATIVE COLORING	74396975	1,835,424	16
USA	CURVES	75/222,646	2,179,467	16
USA	DAZZLING JEWELS (Stylized)	77-460792	3,624,375	28

Country	Trademark	Serial No.	Reg. No.	Class
USA	DOG WITH PENCIL LOGO	74011901	1,612,045	16
USA	ERAZORS	78813843	3,467,874	16
USA	ESPHERA 360	78-516018	3,045,642	28
USA	ESPHERA 360 stylized	78-529063	3,079,005	28
USA	EXPRESS IT!	85/717,969	4,491,957	28
USA	FIRST ARTISTS	86/245,437		2, 16
USA	FUZZY	74674246	2016492	16
USA	FUZZY POSTERS	74558878	1914886	16
USA	GLITTER MAGIC	76/249,849	2,634,531	16
USA	GLITZ	85/363,269	4,242,943	16
USA	GOO-HU	85/609,414	4,365,139	28
USA	GRAPHIC SKINZ DESIGN STUDIO	86/354,103		28
USA	GREAT GRIP	75/292,434	2,139,265	16
USA	GREAT GRIPS	75189623	2,091,443	16
USA	GREAT GRIPS	74/699,484	2,182,621	16
USA	IMPRESSIONS	85363251	4,169,226	16
USA	INSTANT AQUA MOLDER	85754460	4,541,548	28
USA	LIGHTASTIC	86174573		28
USA	MAGIC PIX	77052176	3,524,704	16
USA	MAGIC SPIN ART	76207092	2,918,311	16
USA	MAGNEXT	77-250931	3521953	28
USA	MAGNEXT & design	77-295783	3,616,853	28
USA	MAGNEXT DYNAMIX	77-302908	3544667	28
USA	METAL XS logo	77/936,767	3,939,731	28
USA	MIRACLE ERASER	74/397,992	1,951,703	16
USA	MISCELLANEOUS DESIGN (Dog)	74/011,901	1,612,045	16
USA	ORIGINAL FUZZY POSTER	77393887	3,542,227	16
USA	PHANTOM	85363236	4,176,966	16
USA	PRESTIGE	74-298116	1,781,565	28
USA	PRESTOMAGIX	73-190118	1,194,039	28
USA	ROSE ART	74632512	1,957,626	2
USA	ROSE ART	74/632,766	1,957,626	28
USA	ROSE ART	74/632,511	1,957,625	16
USA	ROSE ART and Design	77105789	3524833	2, 16
USA	ROSE ART and Design	77109007	3587728	28
USA	ROSE ART Logo	77/105,790	3576786	28
USA	ROSE ART logo (2007)	77/109,003	3,524,842	2, 3, 16
USA	ROSEART FUN DOUGH	74/681,255	1,968,561	16
USA	SCENTED SCENES (Stylized)	77-383076	3542221	28
USA	SCRIBBLE STUFF	85/363,194	4289737	16
USA	SMART ADVANCE	85/757,536	4373749	16
USA	SMART EASEL logo	85/325,894	4,087,107	16
USA	SMOOTHTECH	85/363,185	4155670	16
USA	SNAPP	85-812091		9, 41
USA	SRX	77/124,467	3,576,832	16
USA	SRX EDGE	77214172	3,525,128	16

Country	Trademark	Serial No.	Reg. No.	Class
USA	SRX GREEN	77383080	3,648,359	16
USA	SRX QUEST	77120511	3,463,381	16
USA	SRX STIX	771214,170	3,525,127	16
USA	STICK 'N LIFT	74-281851	1,773,075	28
USA	SUPER STUFF	74/613,664	2,036,039	16
USA	SUPER TUBES	74/435,245	1,847,693	16
USA	SUPERDRAW	75/222,803	2,198,975	28
USA	SUPERVIEW	77583400	3,615,846	16
USA	SWIRL CLICK	85/819,916	4,384,024	16
USA	THE LOCKER DUDES	85/712,493	4,427,647	9, 14, 16, 20
USA	THE PEONY TREE	86/413,105		28, 35
USA	THE SMART DUDES	85528154		2, 16, 28
USA	THE WRITE DUDES	77/853,573	3,884,116	16
USA	U.S.A. GOLD	75/041,064	2,182,662	16
USA	ULTRA GRIPZ	85/363,204	4,250,896	16
USA	ULTRATOUCH	85/363,261	4,242,941	16
USA	W logo	86/037,962	4,569,876	16
USA	WARREN	73-501835	1374014	28
USA	WRITING EVOLVED	85/230,289	4,191,447	16
Venezuela	BATTLE STRIKERS TURBO TOPS	11009-09		28
Vietnam	BATTLE STRIKERS TURBO TOPS	4-2010-06859	174459	28
Vietnam	MAGNEXT	4-2010-06860	176751	28