

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM422987

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		04/06/2017	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:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3909973	HOMETOWN COLLECTION	
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:	USPTO@MATTEL.COM		
Correspondent Name:	MICHAEL MOORE		
Address Line 1:	333 CONTINENTAL BOULEVARD		
Address Line 2:	M1-1518		
Address Line 4:	EL SEGUNDO, CALIFORNIA 90245		
NAME OF SUBMITTER:	MICHAEL MOORE		
SIGNATURE:	/mcm/		
DATE SIGNED:	04/07/2017		
Total Attachments: 2			
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INTELLECTUAL PROPERTY ASSIGNMENT

This Intellectual Property Assignment (the "Assignment") is made and effective as of January 1, 2017 (the "Effective Date") by and between:

Mega Brands International, a Luxembourg corporation, by and through its brand company MEGA Brands International, Luxembourg, Zweigniederlassung Zug (together, "Assignor"), and

Mattel-MEGA Holdings (US), LLC, a Delaware corporation ("Assignee").

WHEREAS, as of the Effective Date, Assignor owns and has used certain trademarks 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 an 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 good will of Assignor's business connected with and symbolized by the Assigned IP.

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

Mega Brands International

MEGA Brands International, Luxembourg,
Zweigniederlassung Zug ("Assignor")

By:  _____

Name: Rene van den Polder

Title: Director

Date: April 6th, 2017

Mattel-MEGA Holdings (US), LLC ("Assignee")

By:  _____

Name: MICHAEL MOORE

Title: ASSISTANT SECRETARY

Date: APRIL 7, 2017

EXHIBIT A

Country	Trademark	Serial No. Filing Date	Reg. No. Reg. Date	Status	Class
USA	Hometown Collection	77/397,977 2009-Dec-21	3,909,973 2011-Jan-25	Registered	28

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