

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM438776

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MARK RICE		07/20/2017	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	MATTEL, INC.		
Street Address:	333 CONTINENTAL BOULEVARD		
Internal Address:	TWR 15-1		
City:	EL SEGUNDO		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2402507	DOS	
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:	TWR 15-1		
Address Line 4:	EL SEGUNDO, CALIFORNIA 90278		
NAME OF SUBMITTER:	MICHAEL MOORE		
SIGNATURE:	/mcm/		
DATE SIGNED:	08/10/2017		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is entered into as of July 20, 2017 by and between Mark Rice, an individual with a record address at 785 Olde Clubs Drive, Alpharetta, Georgia 30022, ("Assignor"), in favor of Mattel, Inc., a Delaware corporation ("Assignee"), with reference to the following facts and circumstances:

WHEREAS, Assignor owns all right, title and interest in and to the **DOS** trademark, together with all applications and registrations therefor, including, without limitation, U.S. Reg. No. 2402507 (the "Trademark");

WHEREAS, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor has agreed to assign to Assignee all of Assignor's right, title and interest in and to the Trademark.

NOW, THEREFORE, Assignor and Assignee hereby agree as follows:

1. Assignment of Trademark. Assignor hereby transfers, conveys, assigns and delivers to Assignee all of Assignor's right, title and interest in and to the Trademark, together with the goodwill of the business associated therewith throughout the world and all common law and statutory right, title and interest in and to the Trademark, all rights of registration, maintenance, renewal and protection thereof, and all rights of recovery and of legal action for past infringements and of opposition, interference and/or cancellation proceedings for protection of the Trademark, and all products, proceeds and revenues arising from or relating to any and all of the foregoing. Assignor hereby authorizes Assignee, its successors and assigns to the fullest extent permitted by applicable law, to file in its own name applications for trademark and service mark registration in connection with the Trademark, and to secure in its own name the registrations granted thereon throughout the world. Assignor agrees to provide all assistance reasonably requested by Assignee in the establishment, recordation and enforcement of Assignee's rights in and to the Trademark.

IN WITNESS WHEREOF, Assignor has executed this Agreement as of the date first set forth above.

MARK RICE

By: 

Printed Name: MARK RICE

Title: OWNER

Date: 7-20-2017

NOTARIAL CERTIFICATE

State of Georgia

County of Gilmer

On this 20 day of July 2017 before me, a Notary Public in and for the State of Georgia, personally appeared MARVIN DICK known to me to be and who being by me duly sworn did depose and say that he is the person who executed the within TRADEMARK ASSIGNMENT, the signature of which by whom I personally witnessed, and who acknowledged to me that he executed the same for the purposes therein stated and that he is authorized to sign such document.

Notary Public Lori Brandon

Typed Name Lori Brandon

My commission expires on Feb. 29, 2020

