

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM625701

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mattel, Inc.		11/30/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Shoot the Moon Products II, LLC		
Street Address:	7011 Koll Center Pkwy Suite 110		
City:	Pleasanton		
State/Country:	CALIFORNIA		
Postal Code:	94566		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4126648	FIJIT FRIENDS	
Registration Number:	4010563	FIJIT FRIENDS	
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:	5124926413		
Email:	tmg@slwip.com		
Correspondent Name:	Pamela B. Huff		
Address Line 1:	PO Box 2938		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	5648.000001		
NAME OF SUBMITTER:	Pamela B. Huff		
SIGNATURE:	/Pamela B. Huff/		
DATE SIGNED:	02/10/2021		
Total Attachments: 2			
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source=2020-11-30 TM Assignment FIJIT FRIENDS Mattel-ShoottheMoon#page2.tif			

CH \$65.00 4126648

TRADEMARK ASSIGNMENT

WHEREAS, MATTEL, INC., a Delaware corporation, having its principal place of business at 333 Continental Boulevard, El Segundo, CA 90245 (the "Assignor") is the current owner of record of the trademarks on the attached Schedule A ("Trademarks");

WHEREAS, Radica Games Limited, a wholly owned subsidiary of Assignor, entered into an Invention License Agreement dated September 23, 2010 ("Agreement") with Shoot the Moon Products II, LLC ("Assignee") granting all rights in the Trademarks to Assignee upon termination of the Agreement;

WHEREAS, Assignor provided notice to Assignee, in a letter dated March 11, 2020, that the Agreement had automatically terminated according to its terms; and

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to the Trademarks, together with the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby transfer, convey and assign to Assignee the entire right, title and interest in and to the Trademarks, together with the goodwill symbolized by the Trademarks, with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringements.

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

SHOOT THE MOON PRODUCTS II, LLC

By: 

Name: David Small

Title: Member

Date: November 5, 2020

MATTEL, INC.

By: 

Name: Kenneth M. Mace

Title: Senior Counsel, SA Oregon

Date: 11-30-2020

SCHEDULE A

Mark	Country	Status	Registration No.	Registration Date
FIJIT FRIENDS (Stylized)	United States	Registered	4,126,648	April 10, 2012
FIJIT FRIENDS	United States	Registered	4,010,563	August 9, 2011
FIJIT FRIENDS (Stylized)	Canada	Registered	A839372	January 7, 2013
FIJIT FRIENDS	Mexico	Registered	1256759	December 7, 2011
FIJIT FRIENDS	European Union	Registered	009515024	March 24, 2011
FIJIT FRIENDS	Australia	Registered	1440184	August 2, 2011
FIJIT FRIENDS (Stylized)	China	Registered	9801121	January 28, 2014
FIJIT FRIENDS	Hong Kong	Registered	301991917	July 9, 2012
FIJIT FRIENDS (Stylized)	Brazil	Registered	831182458	November 18, 2014