

04-13-1999

FORM PTO-1584  
1-31-92

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U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

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101007771

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

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1. Name of conveying party(ies):

CHILD GROWTH & DEVELOPMENT CORPORATION

- Individual(s)
- General Partnership
- Corporation-State Maryland
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: August 26, 1997

2. Name and address of receiving party(ies):

Name: KELLY PIONEER GROUP, INC.

Internal Address:

Street Address: 1270 Avenue of the Americas

City: New York State: NY ZIP: 10020

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State New York
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No

(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark registration No.(s)

1,932,313

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Maureen C. Kassner

Internal Address: Mattel, Inc.

Street Address: 6000 Midlantic Drive

City: Mt. Laurel State: NJ ZIP: 08054

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41): \$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

20-1650

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Maureen C. Kassner

Maureen C. Kassner

2/10/99

Name of Person Signing  
Assistant Secretary, Mattel, Inc.

Signature

Date

Total number of pages comprising cover sheet

1

REEL: 1881 FRAME: 0258

ASSIGNMENT OF A REGISTERED TRADEMARK

WHEREAS, CHILD GROWTH & DEVELOPMENT CORPORATION., a corporation organized and existing under the laws of the State of Maryland, having a principal place of business at 559 Broadway, New York, New York 10012 (hereinafter "ASSIGNOR"), has registered with the United States Patent and Trademark Office, the trademark BANDWAGON, Registration Number 1,932,313, such registration having issued on October 31, 1995 (hereinafter "the Mark"); and

WHEREAS, KELLY PIONEER GROUP, INC., a corporation organized and existing under the laws of the State of New York, having a principal place of business 1270 Avenue of the Americas, New York, New York 10020 (hereinafter "ASSIGNEE"), acting as agent for an undisclosed third party, is desirous of acquiring all of ASSIGNOR's rights, title and interest in and to the Mark, together with the goodwill symbolized thereby, and the Registration issued therefor.

NOW, THEREFORE, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, transfer and convey to ASSIGNEE, its successors, assigns and legal representatives, all of ASSIGNOR's rights, title and interest in and to the Mark, together with the entire goodwill of ASSIGNOR's business symbolized by the Mark, including, without limitation, the right to bring actions for infringement of the Mark, which actions arose prior to the date of execution hereof.

ASSIGNOR hereby covenants and agrees to execute such other documents as may be reasonably requested by ASSIGNEE, or its successors, assigns or legal

representatives, to perfect ASSIGNEE's rights, title and interest in the Registration, and/or to enable ASSIGNEE, or its successors, assigns or legal representatives, to duly record the Assignment herein made.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be

executed this 26 day of AUGUST, 1997.

Child Growth & Development Corporation

By: RICHARD A. CHASE

Name: RICHARD A. CHASE

Title: PRESIDENT