

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
DOUG SHEPARDSON		06/11/2004	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PERKINS & DUNNEGAN		
<b>Street Address:</b>	45 ROCKEFELLER PLAZA		
<b>City:</b>	NEW YORK		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10111		
<b>Entity Type:</b>	PARTNERSHIP: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2450033	PUCKHEADS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)252-3861		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	LYNN.WHELAN@MATTEL.COM		
<b>Correspondent Name:</b>	MICHAEL MOORE		
<b>Address Line 1:</b>	333 CONTINENTAL BLVD.		
<b>Address Line 2:</b>	M1-1518		
<b>Address Line 4:</b>	EL SEGUNDO, CALIFORNIA 90245		
<b>NAME OF SUBMITTER:</b>	MICHAEL MOORE		
<b>Signature:</b>	/mcm/		
<b>Date:</b>	06/09/2005		
<b>Total Attachments: 1</b> source=Shepardson-Perkins Assignment#page1.tif			

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