



Tab settings

To the Honorable Commissioner of

101497218

attached original documents or copy thereof.

1. Name of conveying party(ies):

Mattel, Inc.

10-11-00

- Individual(s)
- General Partnership
- Corporation-State - DE
- 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: October 10, 2000

2. Name and address of receiving party(ies)

Name: TLC Productivity Properties, LLC

Internal Address: ATTN: David L. McEvoy, Esq.
General Counsel

Street Address: 500 Redwood Boulevard

City: Novato State: CA ZIP: 94947

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Delaware limited liability company

If assignee is not domiciled in the United States, a domestic representative designee 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 patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

See attachment.

Additional numbers attached? Yes No

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

Name: Jane Shay Wald, Esq.

Internal Address: Irell & Manella LLP

Street Address: 1800 Avenue of the Stars

City: Los Angeles State: CA ZIP: 90067

6. Total number of applications and registrations involved: 149

7. Total fee (37 CFR 3.41).....\$ 3,740

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

09-0946

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

DO NOT USE THIS SPACE

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.

Jane Shay Wald
Name of Person Signing

Jane S Wald
Signature

10/10/00
Date

Total number of pages including cover sheet, attachments, and document: 9

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

Exhibit A
Attachment to Trademark Assignment
MATTEL, INC.
U.S. PRODUCTIVITY TRADEMARKS

3D HOME ARCHITECT	11/15/94	1,862,392
3D HOME INTERIORS	7/25/00	2,369,668
A MILLION LAUGHS	3/14/95	1,884,242
ALLIED GENERAL	2/25/97	2,040,432
AMAZING ANIMALS	1/3/95	1,871,146
AMERICAN HISTORY ATLAS	1/17/95	1,874,892
AMERICAN HISTORY EXPLORER	8/20/96	1,995,052
AMERICANA	6/13/95	1,900,209
ANNOUNCEMENTS	10/25/94	1,860,289
ARTRAGEOUS	10/8/96	2,007,199
ASK THE LIBRARIAN	3/23/99	2,233,677
ATOMIC CLOCK	6/24/97	2,074,600
AUTOENHANCE	1/1/95	1,871,091
BANK STREET WRITER	4/17/84	1,274,213
BIBLE ILLUSTRATOR	6/16/92	1,694,075
BODYWORKS	11/3/92	1,729,084
BORDERS & BACKGROUNDS	5/2/95	1,892,803
BRODERBUND Crown Logo	7/3/84	1,284,448
BRODERBUND SOFTWARE	11/27/84	1,306,829
BUSINESS IMAGES	6/4/96	1,979,007
BUSINESS LAW PARTNER	5/20/97	2,064,013
CALANDAR (stylized)	9/17/91	1,657,275

	Release Date	Revenue
CALENDAR WORKS	8/13/96	1,994,045
CALENDARS AND MORE	2/25/97	2,041,280
CANADIAN IMAGES	2/6/96	1,955,440
CARD SHOP PLUS	8/29/95	1,915,807
CARTOON IMAGES	1/21/97	2,033,161
CHRISTIAN IMAGES	7/30/96	1,990,491
CLICKART	1/29/85	1,316,792
CLICKART	2/11/92	1,675,053
CLICKART - Design of man	7/28/98	2,176,867
CLICKART CHRISTIAN IMAGES	8/15/95	1,911,169
COMIC CHARACTERS Stylized	1/3/95	1,871,148
COMPLETE LEGAL COLLECTION	10/28/97	2,110,105
COMPLETE REFERENCE COLLECTION, THE	8/24/99	2,273,150
COMPTON'S	5/18/93	1,771,187
COMPTON'S HOME LIBRARY	5/4/99	2,242,369
COMPTON'S INTERACTIVE BIBLE	8/3/99	2,267,538
COMPTON'S INTERACTIVE ENCYCLOPEDIA	9/21/99	2,278,656
CREATIVE FUEL	11/5/96	2,014,387
CREATIVE OFFICE	3/2/99	2,229,406
CYBER EXPRESSIONS	9/14/99	2,277,599
CYBER SENTRY	12/3/96	2,021,461
DAILY JOURNAL	10/10/95	1,926,743
DATASOFT Stylized	8/20/91	1,654,225
DESIGN IT! 3D	1/12/99	2,217,517
DIRECTORY USA	3/25/97	2,048,457

DOWNLOAD ZONE	3/3/98	2,140,133
ENCYCLOPEDIA OF DRUGS	7/29/97	2,085,047
EVEN MORE IMAGES	12/13/94	1,867,857
FABULOUS FONTS	5/7/96	1,972,829
FABULOUS FOODS		1,871,147
FAMILY ALBUM CREATOR	5/5/98	2,155,440
FAMILY ATLAS	1/7/97	2,028,564
FAMILY LAWYER	2/18/97	2,039,432
FAMILY ORIGINS	3/10/98	2,142,732
FAMILY TREE CREATOR	6/6/00	2,356,336
FAMILY TREE MAKER	9/23/97	2,098,764
FAMOUS MAGAZINE CARTOONS	6/24/97	2,074,663
FANFARE! PRESENTATIONS	3/10/98	2,141,777
FIRST CHOICE	9/1/87	1,454,922
GO DIRECT	12/2/97	2,118,117
GREETINGS	2/4/97	2,035,931
HANDIWARE	7/2/91	1,649,355
HEALTH & FITNESS IMAGES	1/28/97	2,034,613
HOLIDAY DESIGN KIT	12/3/96	2,020,649
HOLIDAY IMAGES	4/18/95	1,889,680
IMAGE ALBUM	1/2/96	1,946,093
IMAGIMAKER SERIES	1/27/98	2,133,215
IMAGIMAKER SERIES (& Design)	2/10/98	2,136,221
INFOPEdia	10/29/96	2,012,333
INTERACTIVATOR	3/21/95	1,884,724

Trademark	Registration Date	Registration No.
IT'S LEGAL	4/14/92	1,682,774
KEY DRAW!	7/2/96	1,984,362
KEY FORM DESIGNER	12/8/92	1,738,083
KEYKIDS	2/4/97	2,035,021
KID PIX	12/14/93	1,810,528
KID PIX 2 (& Design)	9/17/96	2,000,727
KID PIX COMPANION (& Design)	1/3/95	1,871,145
KID PIX FUN PACK (& Design)	10/22/96	2,009,463
KID PIX STUDIO (& Design)	7/9/96	1,985,192
KIDS & EDUCATION IMAGES	1/2/96	1,946,094
LABELS UNLIMITED	11/10/87	1,464,407
LEARN THE ART OF MAGIC	9/17/96	2,002,006
LEARNING SERVICES & Design -*Service Mark	5/15/90	1,596,926
MACGLOBE	1/26/93	1,749,296
MACUSA	1/26/93	1,749,297
MAILMERGE & Design	7/27/82	1,202,559
ME AND MY WORLD	10/8/96	2,005,673
MEDICAL DRUG REFERENCE	6/6/95	1,898,376
MEMBERSHIP PLUS	6/23/92	1,696,818
MEMORYMATE Stylized	5/3/88	1,486,757
MOUSE ARMOR	5/23/95	1,895,595
MULTIPEDIA	4/22/97	2,055,936
NEWSLETTER IMAGES	12/8/98	2,209,843
NEWSLETTERS AND MORE	11/18/97	2,114,881
OCEANS BELOW	10/25/94	1,859,534

Trademark	Registration Date	Registration Number
P (Stylized)	11/24/92	1,734,490
PALLADIUM INTERACTIVE	5/12/98	2,157,092
PALLADIUM INTERACTIVE & Design	12/16/97	2,121,625
PALLADIUM INTERACTIVE & Design	9/30/97	2,101,698
PALLADIUM logo	12/2/97	2,118,028
PARSONS TECHNOLOGY	12/20/94	1,868,098
PASSWORD COMPANION	6/8/99	2,251,399
PC BIBLE ATLAS	9/22/98	2,190,786
PC GLOBE	7/28/87	1,449,469
PFS: & design	9/26/89	1,557,721
PHOTOFINISH	10/13/92	1,723,477
PRINT SHOP DELUXE	11/30/93	1,808,392
PRINT SHOP DELUXE CD ENSEMBLE	1/30/96	1,953,018
PRINT SHOP DELUXE COMPANION	11/22/94	1,863,611
PRINT SHOP, THE	6/3/86	1,395,538
PRINT TRICKS & Design	12/22/98	2,212,667
PRINTMASTER	11/11/97	2,111,762
PRINTMASTER PLATINUM	6/6/00	2,355,700
QUICK SCHEDULE	9/29/87	1,459,100
QUICK TIPS	4/1/97	2,048,651
QUICKDATE	5/2/95	1,892,578
QUICKVERSE	1/30/90	1,579,841
RESUMES & MORE	1/14/97	2,029,929
SCORECARD	10/31/95	1,930,561

Trademark	Registration	Value
SCREEN DREAMS	10/3/95	1,924,472
SECRET MAIL	8/24/99	2,271,884
SMALL BUSINESS EXPERT	5/11/99	2,244,177
SMART GALLERY	12/12/95	1,940,755
SOFTKEY	11/10/92	1,730,764
SOFTKEY & design	7/14/92	1,700,322
SOFTWARE SENTRY	10/31/95	1,931,564
SOFTWARE TOOLWORKS, THE	10/11/94	1,857,789
SOFTWARE TOOLWORKS, THE	8/3/82	1,203,423
SOFTWARE TOOLWORKS, THE	4/4/95	1,887,093
SPIRITUAL EXPRESSIONS	7/11/00	2,366,829
SPORTS AND LEISURE IMAGES	2/14/95	1,879,374
STEP	1/28/97	2,033,853
STEP UP	7/14/98	2,172,990
STICKERSHOPPLUS!	10/31/95	1,931,497
STRADIWACKIUS	7/4/95	1,902,553
T/MAKER	7/20/82	1,201,835
T/MAKER & Design	2/6/96	1,954,858
T/MAKER & Design	10/29/96	2,012,743
TAXINSIGHT	1/14/97	2,029,928
TELMERGE	6/11/85	1,340,351
TORCH Logo	8/6/91	1,652,912
TWIST & SHOUT	6/27/89	1,545,224
TYPE! (Stylized)	12/20/88	1,517,669
ULTIMATE SCRAPBOOK CREATOR	5/16/00	2,350,986

Trademark/Service mark	Registration Date	Registration Number
UNIVERSE BEYOND	1/13/98	2,129,405
VIRUCIDE	11/19/91	1,665,430
WINTUTOR	9/19/95	1,919,328

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is entered into by Mattel, Inc., a Delaware corporation, having a place of business located at 333 Continental Boulevard, El Segundo, California 90245 ("Assignor"), as assignor, in favor of TLC Productivity Properties, LLC, a Delaware limited liability company having a place of business located at 500 Redwood Boulevard, Novato, CA 94947 ("Assignee"), as assignee, with reference to the following facts and circumstances:

Assignor is the proprietor of the Trademark registrations in the United States (the "Trademarks") as shown on the attached Exhibit A.

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks and related rights.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer unto Assignee all right, title and interest of Assignor in and to the Trademarks, including without limitation the Trademark registrations identified above, together with the goodwill of the business symbolized by the marks, as well as its entire right, title and interest in and to all State registrations of the marks heretofore granted or applied for, any and all common law rights to the Trademarks in the United States and any state thereof, and any and all claims and demands it may have either at law or in equity arising out of any past infringements.

Assignor does hereby expressly agree that procedures be taken with the United States Patent and Trademark Office singly by Assignee to record the transfer of the Trademarks to Assignee.

In testimony whereof, Assignor has caused this Assignment to be executed by its officer(s) thereunto duly authorized.

Mattel, Inc.

Dated: October 10, 2000

By: 

Kevin M. Farr
Chief Financial Officer