

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BOB'S SPACE RACERS, INC.		08/06/2008	CORPORATION: FLORIDA

RECEIVING PARTY DATA	
Name:	MATTEL, INC.
Street Address:	333 CONTINENTAL BLVD.
Internal Address:	M1-1518
City:	EL SEGUNDO
State/Country:	CALIFORNIA
Postal Code:	90245
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Serial Number:	77471563	WHAC A BOYBAND
Serial Number:	77252244	WHAC-A-MOLE
Serial Number:	78690606	WHAC-A-MOLE
Serial Number:	77322842	WHAC-A-NUMBER
Serial Number:	77323311	WHAC-A-SHAPE
Serial Number:	77322727	WHAC-A-WORD
Registration Number:	3053146	
Registration Number:	2807560	
Registration Number:	2571554	
Registration Number:	2637566	
Registration Number:	3159914	O
Registration Number:	3252569	WHAC-A-MOLE
Registration Number:	2536814	WHAC-A-MOLE

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Registration Number:	2561937	WHAC-A-MOLE
Registration Number:	1675229	WHAC-A-MOLE
Registration Number:	2413895	WHAC-A-SHARK
Registration Number:	3216553	WHACK-A-SNACK

CORRESPONDENCE DATA

Fax Number: (310)252-3861

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: LYNN.WHELAN@MATTEL.COM

Correspondent Name: IRENE CHONG C/O MATTEL, INC.

Address Line 1: 333 CONTINENTAL BLVD.

Address Line 2: M1-1518

Address Line 4: EL SEGUNDO, CALIFORNIA 90245

NAME OF SUBMITTER:	LYNN WHELAN
Signature:	/law/
Date:	12/15/2008

Total Attachments: 5

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TRADEMARK ASSIGNMENT

WHEREAS, Bob's Space Racers, Inc., a Florida corporation, of 427 15th Street; Daytona Beach, Florida 32117 ("Assignor") is the current owner of record of the trademarks on the attached Schedule A ("Trademarks").

WHEREAS, Mattel, Inc., a Delaware corporation, having its principal place of business at 333 Continental Boulevard, El Segundo, CA 90245 ("Assignee"), desires to acquire the entire right, title and interest in, to and under the said Trademarks and any Registrations and Applications for Registration thereof, together with the goodwill and that portion of the business in connection with which the Trademarks are used;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, transfer, convey and assign to said Assignee the entire right, title and interest in, to and under said Trademarks and any Registrations and Applications for Registration thereof, together with the goodwill and that portion of the business associated with and symbolized by the Trademarks, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made. Assignor further agrees to execute any and all documents and do any such further acts that shall be required in order for Assignee to secure such rights.

[Signature page follows]

IN TESTIMONY WHEREOF, Assignor has executed this Assignment by its proper officers thereunto duly authorized, this 6 day of August, 2008.

BOB'S SPACE RACERS, INC.

MATTEL, INC.

By: [Signature]

By: [Signature]

Name: Michael Lane

Drew Vollero, Senior Vice President,
Corporate Strategy and Development

Title: Chief Financial Officer

State of Florida)
) SS
County of Volusia)

On this 6 day of August, 2008 before me appeared Michael Lane, known to me personally and in the capacity in which he/she has signed on behalf of **BOB'S SPACE RACERS, INC.** and after executing this document acknowledged and affirmed that he/she did so freely, and in the capacity indicated, and that he has the power and authority to do so in that capacity and on behalf of that entity.

[Signature]

Notary Public
My Commission # _____



State of _____)
) SS
County of _____)

On this _____ day of _____ before me appeared Drew Vollero, known to me personally and in the capacity in which he/she has signed on behalf of **MATTEL, INC.** and after executing this document acknowledged and affirmed that he/she did so freely, and in the capacity indicated, and that he has the power and authority to do so in that capacity and on behalf of that entity.

Notary Public
My Commission _____

ACKNOWLEDGMENT

State of California
County of Los Angeles)

On September 23, 2008 before me, Patricia De Leon, Notary Public
(insert name and title of the officer)

personally appeared Drew Vollero,
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are
subscribed to the within instrument and acknowledged to me that he/she/they executed the same in
his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the
person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing
paragraph is true and correct.

WITNESS my hand and official seal.

Signature *Patricia De Leon* (Seal)



SCHEDULE A

A. U.S. Trademark Applications

- i. WHAC A BOYBAND, U.S. Application No. 77/471,563, Class 28.
- ii. WHAC-A-MOLE, U.S. Application No. 77/252,244, Class 25.
- iii. WHAC-A-MOLE, U.S. Application No. 78/690,606, Class 20.
- iv. WHAC-A-NUMBER, U.S. Application No. 77/322,842, Class 9.
- v. WHAC-A-SHAPE, U.S. Application No. 77/323,311, Class 9.
- vi. WHAC-A-WORD, U.S. Application No. 77/322,727, Class 9.

B. U.S. Trademark Registrations

- i. (Design Only), U.S. Registration No. 3053146, Class 28.
- ii. (Design Only), U.S. Registration No. 2807560, Class 28.
- iii. (Design Only), U.S. Registration No. 2571554, Class 28.
- iv. (Design Only), U.S. Registration No. 2637566, Class 28.
- v. O & Design, U.S. Registration No. 3159914, Class 28.
- vi. WHAC-A-MOLE, U.S. Registration No. 3252569, Classes 9, 28.
- vii. WHAC-A-MOLE, U.S. Registration No. 2536814, Class 28.
- viii. WHAC-A-MOLE, U.S. Registration No. 2561937, Class 28.
- ix. WHAC-A-MOLE, U.S. Registration No. 1675229, Class 28.
- x. WHAC-A-SHARK, U.S. Registration No. 2413895, Class 28.
- xi. WHAC-A-SNACK, U.S. Registration No. 3216553, Class 28.

C. Pending Foreign Trademark Applications

- i. ACERTE A TOUPEIRA (Portuguese translation), Brazil Application No. 827212950.
- ii. BANKA MULLE, Sweden Application No. 2008/05171, Class 28.
- iii. GUACA MOLE, Argentina Application No. 2590438, Class 9.

- iv. GUACA MOLE, Argentina Application No. 2590439, Class 28.
- v. MOS EN MOLDVARP, Norway Application No. 200807878, Class 28.
- vi. MOS EN MULDVARP, Denmark Application No. VA 002094 2008, Classes 9, 28.
- vii. OCCHIO ALLA TALPA, Italy Application No. TO/2006/360, Class 28.
- viii. WHAC-A-MOLE, Malaysia Application No. 07007173.
- ix. WHAC-A-MOLE, Argentina Application No. 2590440.
- x. WHAC-A-MOLE, Argentina Application No. 2590441.
- xi. WHAC-A-MOLE, Bahrain.
- xii. WHAC-A-MOLE, Brazil Application No. 827212941.
- xiii. WHAC-A-MOLE, China Application No. 4541911.
- xiv. WHAC-A-MOLE, Colombia.
- xv. WHAC-A-MOLE, Costa Rica.
- xvi. WHAC-A-MOLE, Dominican Republic.
- xvii. WHAC-A-MOLE, Egypt.
- xviii. WHAC-A-MOLE, El Salvador Application No. 89330-2007.
- xix. WHAC-A-MOLE, Guatemala Application No. 2007-01322.
- xx. WHAC-A-MOLE, Honduras Application No. 2007-5755.
- xxi. WHAC-A-MOLE, Iceland Application (as part of International Trademark Registration No. 860197)
- xxii. WHAC-A-MOLE, India Application No. 1344679.
- xxiii. WHAC-A-MOLE, Indonesia Application No. D002007022823.
- xxiv. WHAC-A-MOLE, Italy Application No. TO/2006/730, Class 28.
- xxv. WHAC-A-MOLE, Jordan.
- xxvi. WHAC-A-MOLE, Kuwait.
- xxvii. WHAC-A-MOLE, Malaysia Application No. 0700174.