

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM352474

|                                   |  |                                  |                            |
|-----------------------------------|--|----------------------------------|----------------------------|
| <b>SUBMISSION TYPE:</b>           | NEW ASSIGNMENT                                     |                                  |                            |
| <b>NATURE OF CONVEYANCE:</b>      | ASSIGNMENT OF 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>         |
| MEGA BRANDS INTERNATIONAL         |  | 05/14/2015                       | CORPORATION:<br>LUXEMBOURG |
| <b>RECEIVING PARTY DATA</b>       |  |                                  |                            |
| <b>Name:</b>                      | MATTEL-MEGA HOLDINGS (US), LLC                     |                                  |                            |
| <b>Street Address:</b>            | 333 CONTINENTAL BOULEVARD                          |                                  |                            |
| <b>Internal Address:</b>          | M1-1518  |                                  |                            |
| <b>City:</b>                      | EL SEGUNDO   |                                  |                            |
| <b>State/Country:</b>             | CALIFORNIA   |                                  |                            |
| <b>Postal Code:</b>               | 90245  |                                  |                            |
| <b>Entity Type:</b>               | CORPORATION: DELAWARE                              |                                  |                            |
| <b>PROPERTY NUMBERS Total: 67</b> |  |                                  |                            |
| <b>Property Type</b>              | <b>Number</b>                                      | <b>Word Mark</b>                 |                            |
| <b>Registration Number:</b>       | 3962662  | BATTLE STRIKERS                  |                            |
| <b>Registration Number:</b>       | 3732598  | BATTLE STRIKERS TURBO TOPS       |                            |
| <b>Registration Number:</b>       | 3732600  | BATTLE STRIKERS TURBO TOPS       |                            |
| <b>Registration Number:</b>       | 2806686  | BOARD DUDES                      |                            |
| <b>Registration Number:</b>       | 2806687  |                                  |                            |
| <b>Registration Number:</b>       | 2849958  | BORDERS                          |                            |
| <b>Registration Number:</b>       | 4112588  | BREAKTHROUGH                     |                            |
| <b>Registration Number:</b>       | 2058308  | CLAY CREATIONS                   |                            |
| <b>Registration Number:</b>       | 2958133  | CLIP 'N COLOR                    |                            |
| <b>Registration Number:</b>       | 4036377  | CLIP-A-BLANK                     |                            |
| <b>Registration Number:</b>       | 4511555  | COLOR ACTIVE                     |                            |
| <b>Registration Number:</b>       | 3865490  | COLOR BLANKS                     |                            |
| <b>Registration Number:</b>       | 1968835  | COLOR GEAR                       |                            |
| <b>Registration Number:</b>       | 2181276  | COOL BOX                         |                            |
| <b>Registration Number:</b>       | 4162375  | COSMO                            |                            |
| <b>Registration Number:</b>       | 4491813  | CRAFT CANDY DELICIOUSLY CREATIVE |                            |
| <b>Registration Number:</b>       | 2036385  | CREATION STATION                 |                            |
| <b>Registration Number:</b>       | 3971892  | CREATIVE CLAY                    |                            |
| <b>TRADEMARK</b>                  |  |                                  |                            |

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| Property Type        | Number   | Word Mark                   |
|----------------------|----------|-----------------------------|
| Registration Number: | 2179467  | CURVES                      |
| Registration Number: | 3624375  | DAZZLING JEWELS             |
| Registration Number: | 3045642  | ESPHERA 360°                |
| Registration Number: | 3079005  | ESPHERA 360°                |
| Registration Number: | 4491957  | EXPRESS IT!                 |
| Serial Number:       | 86245437 | FIRST ARTISTS               |
| Registration Number: | 2016492  | FUZZY                       |
| Registration Number: | 2634531  | GLITTER MAGIC               |
| Registration Number: | 4242943  | GLITZ                       |
| Registration Number: | 4385139  | GOO-HU                      |
| Serial Number:       | 86354103 | GRAPHIC SKINZ DESIGN STUDIO |
| Registration Number: | 2139265  | GREAT GRIP                  |
| Registration Number: | 2091443  | GREAT GRIPS                 |
| Registration Number: | 2182621  | GREAT GRIPS                 |
| Registration Number: | 4169226  | IMPRESSIONS                 |
| Registration Number: | 4541548  | INSTANT AQUA MOLDER         |
| Registration Number: | 3521953  | MAGNEXT                     |
| Registration Number: | 3939731  | METAL XS                    |
| Registration Number: | 1951703  | MIRACLE ERASER              |
| Registration Number: | 3542227  | ORIGINAL FUZZY POSTER       |
| Registration Number: | 4176966  | PHANTOM                     |
| Registration Number: | 1781565  | PRESTIGE                    |
| Registration Number: | 1957626  | ROSE ART                    |
| Registration Number: | 1957628  | ROSE ART                    |
| Registration Number: | 1957625  | ROSE ART                    |
| Registration Number: | 3524833  | ROSE ART                    |
| Registration Number: | 3587728  | ROSEART                     |
| Registration Number: | 3576786  | ROSE ART                    |
| Registration Number: | 3524842  | ROSEART                     |
| Registration Number: | 1968561  | ROSEART FUN DOUGH           |
| Registration Number: | 4289737  | SCRIBBLE STUFF              |
| Registration Number: | 4373749  | SMART ADVANCE               |
| Registration Number: | 4087107  | SMART EASEL                 |
| Registration Number: | 4155670  | SMOOTHTECH                  |
| Serial Number:       | 85812091 | SNAPP                       |
| Registration Number: | 3648359  | SRX GREEN                   |
| Registration Number: | 2036039  | SUPER STUFF                 |
| Registration Number: | 2198975  | SUPERDRAW                   |

| Property Type        | Number   | Word Mark        |
|----------------------|----------|------------------|
| Registration Number: | 4384024  | SWIRL CLICK      |
| Registration Number: | 4427647  | THE LOCKER DUDES |
| Registration Number: | 4699951  | THE PEONY TREE   |
| Serial Number:       | 85526154 | THE SMART DUDES  |
| Registration Number: | 3884116  | THE WRITE DUDES  |
| Registration Number: | 2182662  | U.S.A. GOLD      |
| Registration Number: | 4250896  | ULTRAGRIPZ       |
| Registration Number: | 4242941  | ULTRATOUCH       |
| Registration Number: | 4569876  | W                |
| Registration Number: | 1374014  | WARREN           |
| Registration Number: | 4191447  | WRITING EVOLVED  |

**CORRESPONDENCE DATA**

**Fax Number:**

*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.*

**Phone:** 310-252-3629

**Email:** Richelle.savage@mattel.com

**Correspondent Name:** RICHELLE SAVAGE

**Address Line 1:** 333 CONTINENTAL BOULEVARD

**Address Line 2:** M1-1518

**Address Line 4:** EL SEGUNDO, CALIFORNIA 90245

|                           |                   |
|---------------------------|-------------------|
| <b>NAME OF SUBMITTER:</b> | DONALD AIKEN      |
| <b>SIGNATURE:</b>         | /donald b. aiken/ |
| <b>DATE SIGNED:</b>       | 08/24/2015        |

**Total Attachments: 4**

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**INTELLECTUAL PROPERTY ASSIGNMENT**

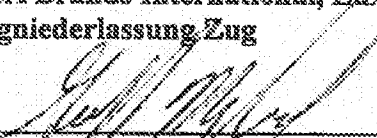
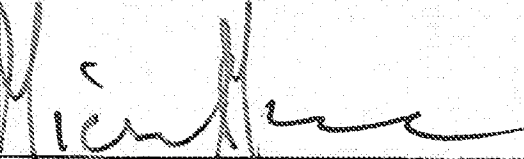
This Intellectual Property Assignment (the "Assignment") is made and effective as of December 31, 2014 (the "Effective Date") by and between **Mega Brands International**, a Luxembourg corporation, by and through its branch company **MEGA Brands International, Luxembourg, Zweigniederlassung Zug** (together, "Assignor"), and **Mattel-MEGA Holdings (US), LLC**, a Delaware corporation ("Assignee").

WHEREAS, Assignor owns and has used certain trademarks, service marks, and patents in connection with its business (collectively, the "Assigned IP"); and

WHEREAS, Assignee wishes to acquire the entire right, title, and interest in and to the Assigned IP and Assignor wishes to assign the entire right, title, and interest in and to the Assigned IP to Assignee.

NOW, THEREFORE, for valuable and legally sufficient consideration, the receipt and legal sufficiency of which the parties acknowledge, Assignor hereby sells, assigns, and transfers to Assignee its entire right, title, and interest in and to the Assigned IP, including but not limited to the patents, trademarks, and service marks set forth on the attached Schedule A, and including the right to bring actions for infringements of the Assigned IP occurring prior to the Effective Date of this Assignment, together with that part of the goodwill of Assignor's business connected with and symbolized by the Assigned IP.

IN TESTIMONY WHEREOF, the parties have caused this Intellectual Property Assignment to be executed by its authorized representatives.

|   |   |
|---|---|
| <p><b>Mega Brands International</b><br/> <b>MEGA Brands International, Luxembourg,</b><br/> <b>Zweigniederlassung Zug</b></p>  | <p><b>Mattel-MEGA Holdings (US), LLC</b></p>  |
| <p>By: Geoff Kassinger</p>  | <p>By: Michael Moore</p>  |
| <p>Its: Director</p>  | <p>Its: Assistant Secretary</p>   |
| <p>Date: <u>May 14<sup>th</sup></u>, 2015</p>   | <p>Date: _____, 2015</p>  |

| Country  | Trademark                                | Serial No.   | Reg. No.  | Class     |
|----------|--|--------------|-----------|-----------|
| Spain    | GLAMOUR GEAR                             | 2,182,206    | 2,182,206 | 28        |
| Spain    | ROSE ART                                 | M1965701     | M1965701  | 16        |
| Spain    | ROSE ART                                 | M1965702     | M1965702  | 28        |
| Spain    | ROSE ART & squiggle design               | 1,968,624    | 1,968,624 | 16        |
| Spain    | ROSE ART & squiggle design               | 1,968,625    | 1,968,625 | 28        |
| Sweden   | ROSE ART                                 | 1995/06083   | 310,789   | 16, 28    |
| Sweden   | ROSE ART FUN DOUGH                       | 1995/06085   | 317,112   | 16        |
| Sweden   | ROSEART and Design                       | 1993/03791   | 257,877   | 16        |
| Sweden   | ROSEART and Design                       | 1995-06084   | 310,790   | 16, 28    |
| Sweden   | ROSEART and Design                       | 1993/03558   | 261,400   | 2, 16, 28 |
| Taiwan   | ROSE ART                                 | 86004862     | 804,742   | 16        |
| Taiwan   | ROSE ART & squiggle design               | 86004864     | 822,082   | 16        |
| Thailand | BATTLE STRIKERS TURBO<br>TOPS and Design | 736223       |           | 28        |
| Ukraine  | MAGNETIX                                 | m 2006 01819 | 79794     | 28        |
| Ukraine  | MAGNETIX (in Cyrillic<br>characters)     | m 2006 01821 | 79795     | 28        |
| USA      | AQUA PIX                                 | 77/052,181   | 3,524,705 | 16        |
| USA      | BATTLE STRIKERS                          | 77/853,893   | 3,962,662 | 28        |
| USA      | BATTLE STRIKERS TURBO<br>TOPS            | 77-648128    | 3,732,598 | 28        |
| USA      | BATTLE STRIKERS TURBO<br>TOPS & design   | 77-648550    | 3,732,600 | 28        |
| USA      | B'CHIC                                   | 77/028,104   | 3,619,760 | 28        |
| USA      | B'CHIC                                   | 77/355,427   | 3,667,368 | 16        |
| USA      | BOARD DUDES                              | 78210112     | 2806686   | 9, 16, 20 |
| USA      | BOARD DUDES logo                         | 78/210,143   | 2806687   | 9, 16, 20 |
| USA      | BORDERS                                  | 78-297101    | 2849958   | 28        |
| USA      | BREAKTHROUGH                             | 85-107085    | 4,112,588 | 28        |
| USA      | CASE FULLA FUN                           | 74253074     | 1782180   | 28        |
| USA      | CLAY CREATIONS                           | 74/733,196   | 2,058,308 | 28        |
| USA      | CLIP 'N COLOR                            | 78/253,672   | 2,958,133 | 16        |
| USA      | CLIP-A-BLANK                             | 85/214,222   | 4,036,377 | 28        |
| USA      | COLOR ACTIVE                             | 85,703,931   | 4,511,555 | 16        |
| USA      | COLOR BLANKS                             | 77,779,787   | 3,865,490 | 28        |
| USA      | COLOR CASE                               | 74/193, 092  | 1,783,419 | 16        |
| USA      | COLOR GEAR                               | 74498874     | 1,968,835 | 16        |
| USA      | COLORSHARP                               | 78/161619    | 2,835,435 | 16        |
| USA      | COLOR START                              | 77/111,350   | 3,581,052 | 16        |
| USA      | COOL BOX                                 | 75/181,905   | 2,181,276 | 21        |
| USA      | COSMO                                    | 85/363,228   | 4,162,375 | 16        |
| USA      | CRAFT CANDY DELICIOUSLY<br>CREATIVE      | 86637382     | 4491813   | 28        |
| USA      | CREATION STATION                         | 74/608,933   | 2,036,385 | 16, 28    |
| USA      | CREATIVE CLAY                            | 85/060,957   | 3,971,892 | 28        |
| USA      | CREATIVE COLORING                        | 74396975     | 1,835,424 | 16        |
| USA      | CURVES                                   | 75/222,646   | 2,179,467 | 16        |
| USA      | DAZZLING JEWELS (Stylized)               | 77-460792    | 3,624,375 | 28        |

| Country | Trademark                   | Serial No. | Reg. No.  | Class    |
|---------|-----------------------------|------------|-----------|----------|
| USA     | DOG WITH PENCIL LOGO        | 74011901   | 1,612,045 | 16       |
| USA     | ERAZORS                     | 78813843   | 3,467,874 | 16       |
| USA     | ESPHERA 360                 | 78-516018  | 3,045,642 | 28       |
| USA     | ESPHERA 360 stylized        | 78-529063  | 3,079,005 | 28       |
| USA     | EXPRESS IT!                 | 85/717,969 | 4,491,957 | 28       |
| USA     | FIRST ARTISTS               | 86/245,437 |           | 2, 16    |
| USA     | FUZZY                       | 74674246   | 2016492   | 16       |
| USA     | FUZZY POSTERS               | 74558878   | 1914886   | 16       |
| USA     | GLITTER MAGIC               | 76/249,849 | 2,634,531 | 16       |
| USA     | GLITZ                       | 85/363,269 | 4,242,943 | 16       |
| USA     | GOO-HU                      | 85/609,414 | 4,365,139 | 28       |
| USA     | GRAPHIC SKINZ DESIGN STUDIO | 86/354,103 |           | 28       |
| USA     | GREAT GRIP                  | 75/292,434 | 2,139,265 | 16       |
| USA     | GREAT GRIPS                 | 75189623   | 2,091,443 | 16       |
| USA     | GREAT GRIPS                 | 74/699,484 | 2,182,621 | 16       |
| USA     | IMPRESSIONS                 | 85363251   | 4,169,226 | 16       |
| USA     | INSTANT AQUA MOLDER         | 85754460   | 4,541,548 | 28       |
| USA     | LIGHTASTIC                  | 86174573   |           | 28       |
| USA     | MAGIC PIX                   | 77052176   | 3,524,704 | 16       |
| USA     | MAGIC SPIN ART              | 76207092   | 2,918,311 | 16       |
| USA     | MAGNEXT                     | 77-250931  | 3521953   | 28       |
| USA     | MAGNEXT & design            | 77-295783  | 3,616,853 | 28       |
| USA     | MAGNEXT DYNAMIX             | 77-302908  | 3544667   | 28       |
| USA     | METAL XS logo               | 77/936,767 | 3,939,731 | 28       |
| USA     | MIRACLE ERASER              | 74/397,992 | 1,951,703 | 16       |
| USA     | MISCELLANEOUS DESIGN (Dog)  | 74/011,901 | 1,612,045 | 16       |
| USA     | ORIGINAL FUZZY POSTER       | 77393887   | 3,542,227 | 16       |
| USA     | PHANTOM                     | 85363236   | 4,176,966 | 16       |
| USA     | PRESTIGE                    | 74-298116  | 1,781,565 | 28       |
| USA     | PRESTOMAGIX                 | 73-190118  | 1,194,039 | 28       |
| USA     | ROSE ART                    | 74632512   | 1,957,626 | 2        |
| USA     | ROSE ART                    | 74/632,766 | 1,957,626 | 28       |
| USA     | ROSE ART                    | 74/632,511 | 1,957,625 | 16       |
| USA     | ROSE ART and Design         | 77105789   | 3524833   | 2, 16    |
| USA     | ROSE ART and Design         | 77109007   | 3587728   | 28       |
| USA     | ROSE ART Logo               | 77/105,790 | 3576786   | 28       |
| USA     | ROSE ART logo (2007)        | 77/109,003 | 3,524,842 | 2, 3, 16 |
| USA     | ROSEART FUN DOUGH           | 74/681,255 | 1,968,561 | 16       |
| USA     | SCENTED SCENES (Stylized)   | 77-383076  | 3542221   | 28       |
| USA     | SCRIBBLE STUFF              | 85/363,194 | 4289737   | 16       |
| USA     | SMART ADVANCE               | 85/757,536 | 4373749   | 16       |
| USA     | SMART EASEL logo            | 85/325,894 | 4,087,107 | 16       |
| USA     | SMOOTHTECH                  | 85/363,185 | 4155670   | 16       |
| USA     | SNAPP                       | 85-812091  |           | 9, 41    |
| USA     | SRX                         | 77/124,467 | 3,576,832 | 16       |
| USA     | SRX EDGE                    | 77214172   | 3,525,128 | 16       |

| Country   | Trademark                     | Serial No.   | Reg. No.  | Class         |
|-----------|-------------------------------|--------------|-----------|---------------|
| USA       | SRX GREEN                     | 77383080     | 3,648,359 | 16            |
| USA       | SRX QUEST                     | 77120511     | 3,463,381 | 16            |
| USA       | SRX STIX                      | 771214,170   | 3,525,127 | 16            |
| USA       | STICK 'N LIFT                 | 74-281851    | 1,773,075 | 28            |
| USA       | SUPER STUFF                   | 74/613,664   | 2,036,039 | 16            |
| USA       | SUPER TUBES                   | 74/435,245   | 1,847,693 | 16            |
| USA       | SUPERDRAW                     | 75/222,803   | 2,198,975 | 28            |
| USA       | SUPERVIEW                     | 77583400     | 3,615,846 | 16            |
| USA       | SWIRL CLICK                   | 85/819,916   | 4,384,024 | 16            |
| USA       | THE LOCKER DUDES              | 85/712,493   | 4,427,647 | 9, 14, 16, 20 |
| USA       | THE PEONY TREE                | 86/413,105   |           | 28, 35        |
| USA       | THE SMART DUDES               | 85528154     |           | 2, 16, 28     |
| USA       | THE WRITE DUDES               | 77/853,573   | 3,884,116 | 16            |
| USA       | U.S.A. GOLD                   | 75/041,064   | 2,182,662 | 16            |
| USA       | ULTRA GRIPZ                   | 85/363,204   | 4,250,896 | 16            |
| USA       | ULTRATOUCH                    | 85/363,261   | 4,242,941 | 16            |
| USA       | W logo                        | 86/037,962   | 4,569,876 | 16            |
| USA       | WARREN                        | 73-501835    | 1374014   | 28            |
| USA       | WRITING EVOLVED               | 85/230,289   | 4,191,447 | 16            |
| Venezuela | BATTLE STRIKERS TURBO<br>TOPS | 11009-09     |           | 28            |
| Vietnam   | BATTLE STRIKERS TURBO<br>TOPS | 4-2010-06859 | 174459    | 28            |
| Vietnam   | MAGNEXT                       | 4-2010-06860 | 176751    | 28            |