UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

| Notice of Effectiveness | |
|-------------------------|-------------------------|
| Effectiveness Date: | March 4, 2011 5:15 P.M. |
| Form: | S-3 |
| CIK: | 0001009829 |
| Company Name: | JAKKS PACIFIC INC |
| File Number: | <u>333-172365</u> |
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