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Item 5. Other Events and Regulation FD Disclosure

On October 30, 2003, the Registrant announced in a press release that its Chief Executive Officer, Jack Friedman, and Chief Financial Officer, Joel Bennett, will be speaking at the Harris Nesbitt Gerard PlayTIME Investor Conference in New York City on Monday, November 3, 2003, at 11:25 a.m. EST, and that such presentation will be able to be heard live via the Internet at the Registrant's website, www.jakkspacific.com, and will also be archived on its website through November 30, 2003.

A copy of such press release is annexed as an exhibit hereto and is hereby incorporated by reference.

Item 7. Financial Statements and Exhibits.

(c) Exhibits

| Exhibit Number ----- | Description ----- |
|----------------------------|--------------------------------|
| 99.1* | October 30, 2003 Press Release |

* Filed herewith

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: October 31, 2003

JAKKS PACIFIC, INC.

By: /s/ Stephen G. Berman

Stephen G. Berman
President and Chief Operating Officer

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