



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

DIVISION OF  
CORPORATION FINANCE

November 1, 2012

Via E-Mail

Mr. Joel M. Bennett  
Chief Financial Officer  
JAKKS Pacific, Inc.  
22619 Pacific Coast Highway  
Malibu, California 90265

**Re: JAKKS Pacific, Inc.**  
**Form 10-K for the Year Ended December 31, 2011**  
**Filed March 15, 2012**  
**Form 10-Q for the Quarter Ended June 30, 2012**  
**Filed August 7, 2012**  
**File No. 001-35448**

Dear Mr. Bennett:

We have completed our review of your filings. We remind you that our comments or changes to disclosure in response to our comments do not foreclose the Commission from taking any action with respect to the company or the filings and the company may not assert staff comments as a defense in any proceeding initiated by the Commission or any person under the federal securities laws of the United States. We urge all persons who are responsible for the accuracy and adequacy of the disclosure in the filings to be certain that the filings include the information the Securities Exchange Act of 1934 and all applicable rules require.

Sincerely,

/s/ Linda Cvrkel

Linda Cvrkel  
Branch Chief