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JAKKS PACIFIC INC  
Form 8-K  
February 17, 2004

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

FORM 8-K

Current Report  
Pursuant to Section 13 or 15(d)  
of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported):  
February 17, 2004 (February 17, 2004)

JAKKS PACIFIC, INC.  
(Exact Name of registrant as specified in its charter)

Delaware 0-28104 95-4527222  
(State or other jurisdiction of (Commission File Number) (I.R.S. Employer  
incorporation) Identification No.)

22619 Pacific Coast Highway 90265  
Malibu, California (Zip Code)  
(Address of principal  
executive offices)

Registrant's telephone number, including area code: (310) 456-7799

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Item 7. Financial Statements and Exhibits.

(c) Exhibits

Exhibit Number -----	Description -----
99.1*	February 17, 2004 Press Release

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\* Filed herewith

Item 9. Regulation FD Disclosure.

In accordance with the interim guidance issued by the Commission on March 27, 2003 in Final Rule Release No. 33-8216, the information reported in this Report is being provided under Item 12.

On February 17, 2004, the Company issued a press release announcing its results of operations for the quarter and year ended December 31, 2003. A copy of such release is annexed as an exhibit and is incorporated by reference hereto in its entirety.

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: February 17, 2004

JAKKS PACIFIC, INC.

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By: /s/ Jack Friedman

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Jack Friedman  
Chairman and Chief  
Executive Officer

Exhibit Index

Exhibit Number	Description
99.1*	February 17, 2004 Press Release

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\* Filed herewith