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12-01-1999

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



11-20-1999

U.S. Patent & TMO/TM Mail Rpt Dt. #40

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11-20-99



101211966

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.
Box Assignments, Washington, DC 20231

1. Name of conveying party(ies):
 Hasbro, Inc.
 200 Narragansett Park Drive
 Pawtucket, Rhode Island 02862

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State of Rhode Island
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
 Name: Ed Kaplan Associates
 Internal Address: _____
 Street Address: 900 Palisade Avenue
 City Fort Lee State NJ ZIP 07024

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State _____
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designation must be a separate document from Assignment)
 Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: November 23, 1998

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s) _____
 B. Trademark registration No.(s) 1,746,491

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Laura B. Siegal, Esq.
 39 Chestnut Road
 Manhasset, N.Y. 11030
 Tel: 516-869-6422

File No.: _____

6. Total number of applications and-registrations involved: 3

7. Total fee (37 CFR 3.41):.....\$ 90.00
 Please charge to the deposit account listed in Section 8.

8. Deposit account number: _____
 (A copy of this page is attached)

DO NOT USE THIS SPACE

9. Statement and signature.
 To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Laura B. Siegal Laura B. Siegal NOV. 20, 1999
 Name of Person Signing Signature Date

11/30/1999 DNGUYEN 00000277 1746491

Total number of pages comprising cover sheet: 2

01 FC:481
02 FC:482
40.00 BR
50.00 DP

ASSIGNMENT FROM HASBRO, INC. TO ED KAPLAN ASSOCIATES

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4.B. Additional Trademark Registration Nos.:

No. 1,782,178

No. 1,777,323

ASSIGNMENT

WHEREAS, HASBRO, INC., a corporation organized and existing under the laws of the State of Rhode Island, located at 200 Narragansett Park Drive, Pawtucket, Rhode Island 02862, has adopted and used in its business the following trademarks registered in the United States Patent and Trademark Office:

PUPPY SURPRISE, Reg. No. 1,746,491 dated January 12, 1993

KITTY SURPRISE, Reg. No. 1,782,178 dated July 13, 1993

BUNNY SURPRISE, Reg. No. 1,777,323 dated June 15, 1993; and

WHEREAS, ED KAPLAN ASSOCIATES, a partnership organized and existing under the laws of the State of New Jersey, located at 900 Palisade Avenue, Fort Lee, New Jersey 07024, is desirous of acquiring said trademarks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, HASBRO, INC. hereby assigns to ED KAPLAN ASSOCIATES all of its right, title and interest in and to said trademarks together with the goodwill of the business symbolized by said trademarks, and the registrations thereof, and any common law rights in the use of the names "PUPPY SURPRISE", "KITTY SURPRISE" and "BUNNY SURPRISE" without warranties of any kind.

Signed this 13th day of October, 1999.

HASBRO, INC.

By: *Catherine J. Reed*
NAME
Senior VP General Counsel
TITLE

NOTORIAL CERTIFICATE

STATE OF RHODE ISLAND

SS:

COUNTY OF PROVIDENCE

On this 13th day of October, 1999, before me personally appeared CYNTHIA REED, to me known and known to me to be the SR. VP, GEN. COUNSEL of HASERO, INC., the above-named Assignor, who acknowledges that he (she) executed the foregoing Assignment on behalf of said Assignor and pursuant to authority duly received.

(STAMP AND SEAL)

Esther V. Rendean
NOTARY PUBLIC

MY COMMISSION EXPIRES
6/27/01