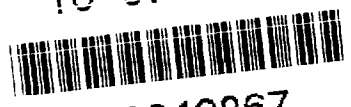


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Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)
Tab settings

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Hasbro, Inc.

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: Geoffrey, Inc.
Internal Address: _____
Street Address: 461 From Road
City: Paramus State: NJ Zip: 07652

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

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designations 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: September 20, 2002

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s)
2,088,438 1,981,710

Additional number(s) attached Yes No

6. Total number of applications and registrations involved: 2

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: VICTORIA BRANCHE
Internal Address: GEOFFREY, INC.
Street Address: 461 From Road
City: Paramus State: NJ Zip: 07652

7. Total fee (37 CFR 3.41).....\$ _____
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
071076

(Attach duplicate copy of this page if paying by deposit account)

FINANCE SECTION
2002 OCT - 1 AM 9:36
OFFICE OF PATENT & TRADEMARK RECORDS

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.

Victoria Branche Victoria Branche 10/1/02
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 2

Mall documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

10/04/2002 6TON11 00000094 071076 2088438
01 FC:481 40.00 CH lu
02 FC:482 25.00 CH

TRADEMARK
REEL: 002593 FRAME: 0970

Trademark Assignment

WHEREAS, Hasbro, Inc., a Rhode Island corporation with its principal place of business at 1027 Newport Avenue, Pawtucket, RI 02862 ("Assignor") has adopted and has used the following marks (collectively the "Marks"):

- 1. R-ZONE, which is registered in the United States Patent and Trademark Office, Registration No. 2,088,438;
- 2. R ZONE, which is registered in the United States Patent and Trademark Office, Registration No. 1,981,710; and
- 3. R-ZONE, which is registered in the United Kingdom, Registration No. 2,010,637.

WHEREAS, Geoffrey, Inc., a Delaware corporation with its principal place of business at 461 From Road, Paramus, NJ 07652 ("Assignee") is desirous of acquiring the Marks and the registrations therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the above-identified registrations thereof.

HASBRO, INC.

By: _____

Title: Senior Vice President

Date: 9/20/02

State of Illinois)
County of Lake)

On this 20th day of September, 2002 before me appeared Howard Fine, the person who signed this document, who acknowledged that he/she signed it as a free act on his/her own behalf (or on behalf of the identified corporation or other juristic entity with authority to do so).

(Handwritten signature)

