

06-16-2003

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

RE



102474109

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):

6-11-03

FUN PUBLICATIONS, INC

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

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

2. Name and address of receiving party(ies)

Name: HASBRO, INC.

Internal Address:

Address:

Street Address: 1027 NEWPORT AVENUE

City: PAWTUCKET State: RI Zip: 02864

- 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 (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: APRIL 18, 2003

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,354,762

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: PAUL N VANASSE

Internal Address: HASBRO, INC.

Street Address: 1027 NEWPORT AVENUE

City: PAWTUCKET State: RI Zip: 02864

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41) \$ 65.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

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

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.

PAUL N VANASSE

Name of Person Signing

Paul N Vanasse

Signature

JUNE 10, 2003

Date

Total number of pages including cover sheet, attachments, and document: 4

06/13/2003 LABELER 090003E 2354762

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

01 FC:0021 46.00 02 FC:0022 23.00

TRADEMARK REEL: 002754 FRAME: 0372

Schedule "A"

AT Design 2,534,762 01/29/02

LAND ADVENTURER 2,518,545 12/11/01

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, made as of 18 day of April, 2003, from FUN PUBLICATIONS, INC., a corporation organized and existing under the laws of the State of Texas, having its principal place of business located at 225 Cattle Baron Parc Drive, Fort Worth, Texas 76108. (hereinafter referred to as ASSIGNOR) to HASBRO, INC., a corporation organized and existing under the laws of the State of Rhode Island, having its principal place of business located at 1027 Newport Avenue, Pawtucket, Rhode Island 02862 (hereinafter referred to as ASSIGNEE),

W I T N E S S E T H:

WHEREAS ASSIGNOR is the owner of the trademarks listed on the attached Schedule "A" (the "Trademarks") and of the United States Trademark Registrations therefore; and

WHEREAS ASSIGNEE is desirous of acquiring the Trademarks, the registrations therefor, together with the goodwill of the business with which said Trademarks are used.

NOW THEREFORE, for good and valuable consideration paid the ASSIGNOR by ASSIGNEE, the receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign and transfer unto ASSIGNEE all right, title and interest in and to the Trademarks and the

registrations therefor, together with the goodwill of the business in connection with which said Trademarks are used and which is appurtenant thereto, and which is symbolized by said Trademarks, and the right to recover for past infringements of said Trademarks.

FUN PUBLICATIONS, INC.

By *Bill Sawyer* 4-18-03

Title CEO

HASBRO, INC.

By *Bayly M*

Title Senior Vice President