

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
------------------	----------------

NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
-----------------------	--

CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hasbro, Inc.		11/25/2002	CORPORATION:

RECEIVING PARTY DATA	
Name:	Takara Co., Ltd.
Street Address:	No. 19-16, 4-chome, Aoto, Katsushika-ku
City:	Tokyo
State/Country:	JAPAN
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	76292544	BEYBLADE

CORRESPONDENCE DATA	
Fax Number:	(949)955-2507
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	949-253-4920
Email:	sfarnus@swlaw.com
Correspondent Name:	Joseph W. Price
Address Line 1:	1920 Main Street #1200
Address Line 4:	Irvine, CALIFORNIA 92614

ATTORNEY DOCKET NUMBER:	42534-6100
-------------------------	------------

DOMESTIC REPRESENTATIVE	
Name:	
Address Line 1:	
Address Line 2:	
Address Line 3:	
Address Line 4:	

CH \$40.00 76292544

NAME OF SUBMITTER:

Joseph W. Price

Total Attachments: 1

source=Beyblade Assignment#page1.tif

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, effective the 25th day of November, 2002 from HASBRO, INC., a corporation organized and existing under the laws of the State of Rhode Island and having its principal place of business at 1027 Newport Avenue, Pawtucket, Rhode Island 02862, (hereinafter referred to as ASSIGNOR) to Takara Co., Ltd., a Japanese corporation having a place of business located at Aoto Katsushika-Ku, Japan (hereinafter referred to as ASSIGNEE).

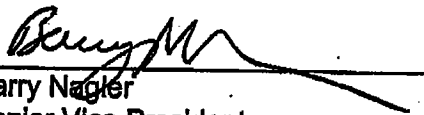
WHEREAS ASSIGNOR is the owner of the Trademark BEYBLADE, and US Trademark Application No. 76/292,544 filed August 1, 2001, and

WHEREAS ASSIGNOR has filed a Statement of Use with the US Patent and Trademark office on November 12, 2002, and

WHEREAS ASSIGNEE is desirous of acquiring the Trademark, together with the goodwill of the business with which said Trademark is used;

NOW THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign and transfer unto ASSIGNEE all right, title and interest in and to the Trademark, the Trademark Application, the right to recover for past infringement thereof, and all good will of the business in connection with which said Trademark is used and which is appurtenant thereto, and which is symbolized by said Trademark.

HASBRO, INC.

BY 
Barry Nagler
Senior Vice President