

06-18-2004



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

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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):

ODDZON, INC.

6-15-04

- 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:

Street Address: 1027 Newport Avenue

City: Pawtucket State: RI Zip: 02862

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Rhode Island 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: 11/17/2003

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,797,173

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: 02862

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

- 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

6/15/04

Date


Total number of pages including cover sheet, attachments, and document: 3

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

TRADEMARK REEL: 002993 FRAME: 0119



OFFICE OF THE GENERAL COUNSEL
PAUL N. VANASSE
 Director- Intellectual Properties
 Writers Direct Dial No. (401) 727-5530
 Facsimile No. (401) 727-5089
 E-Mail- pvanasse@hasbro.com

11-20-2003

 102604883

11-17-03

November 17, 2003

DIRECTOR OF THE UNITED STATES PATENT AND
 TRADEMARK OFFICE
 P O Box 1450
 Alexandria, Virginia 22313 1450

Attn: Assignment Services Division

**RE: Assignment of United States Trademark
 Registration No. 1,797,173 - STRETCH ARMSTRONG
 OddzOn, Inc. To Hasbro, Inc.**

Gentlemen:

Enclosed for filing, please find the above-identified Assignment, together with Hasbro's check in the amount of \$40.00 to cover the filing fee thereof.

Please direct all correspondence concerning this matter to the attention of the undersigned and the address shown on this letterhead.

Very truly yours,

HASBRO, INC.

Paul N. Vanasse

Paul N. Vanasse
 Director - Intellectual Properties

PNV:pat
 enclosure

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 OPR/FINANCE

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, made as of the 17th day of November, 2003, from ODDZON, INC., a corporation organized and existing under the laws of the State of Delaware, having its principal place of business located at 1027 Newport Avenue, Pawtucket, Rhode Island 02862 (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 trademark STRETCH ARMSTRONG (the "Trademark") and of the United States Trademark Registration number 1,797,173 therefor; and

WHEREAS ASSIGNEE is desirous of acquiring the Trademarks, the registration therefor together with the goodwill of the business with which said Trademark is 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 Trademark

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

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be duly executed as of the date first above written.

ODDDZON, INC.

BY  _____

Barry Nagler

Senior Vice President