

06-02-2005

5/27/05

RECORD  
TRAC



103013542

To the Director of the U. S. Patent and Trademark Office, please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

HASBRO, INC.

- Individual(s)
- General Partnership
- Corporation- State: Rhode Island
- Other \_\_\_\_\_

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: Roger W. Lehmann

Internal \_\_\_\_\_

Address: \_\_\_\_\_

Street Address: 808 Ashley Avenue

City: Brielle

State: New Jersey

Country: USA Zip: 08730

- Association Citizenship \_\_\_\_\_
- General Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship \_\_\_\_\_
- Other individual Citizenship United States

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)

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) April 29, 2005

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1, 338, 133

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

SWEET SECRETS

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

Name: Paul N. Vanasse

Internal Address: \_\_\_\_\_

Street Address: 1027 Newport Avenue

City: Pawtucket

State: Rhode Island Zip: 02862

Phone Number: 401 727 5530

Fax Number: 401 727 5089

Email Address: pvanasse@hasbro.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

9. Signature:

Paul N. Vanasse

Signature

5-26-2005

Date

Paul N. Vanasse

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 6

Documents to be recorded (including cover sheet) should be faxed to (703) 306-6995, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

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TRADEMARK  
REEL: 003168 FRAME: 0270

2. Continued

Michael I. Satten  
808 Ashley Avenue  
Brielle, New Jersey 08730

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, made as of the 29th day of April, 2005, from 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 ASSIGNOR) to Roger W. Lehmann and Michael I. Satten, individuals, located and doing business at 808 Ashley Avenue, Brielle, New Jersey 08730 (hereinafter referred to as ASSIGNEE),

W I T N E S S E T H:

WHEREAS ASSIGNOR is the owner of the trademark SWEET SECRETS (the "Trademark") and of the United States Trademark Registration number 1,338,133 therefore; and

WHEREAS ASSIGNEE is desirous of acquiring the Trademarks, the registration therefore 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 therefore, 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.

HASBRO, INC.

BY 

Barry Nagler

Senior Vice President