05-08-2008

Electronic Version v1.1
Stylesheet Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
HORN ABBOT LTD.		03/28/2008	CORPORATION: CANADA

RECEIVING PARTY DATA

Name:	HASBRO, INC.
Street Address:	1027 Newport Avenue
City:	Pawtucket
State/Country:	RHODE ISLAND
Postal Code:	02862
Entity Type:	CORPORATION: RHODE ISLAND

PROPERTY NUMBERS Total: 18

Property Type	Number	Word Mark
Registration Number:	1711908	TRIVIAL PURSUIT
Registration Number:	1696244	GENUS G E H AL SN SL G E H AL SN SL
Registration Number:	2908380	
Registration Number:	2871821	GENUS
Registration Number:	1502123	HORN ABBOT
Registration Number:	1510882	HORN ABBOT
Registration Number:	2302091	KNOW-IT-ALL
Registration Number:	2996961	P PREMIUM CLUB
Registration Number:	2955980	SILVER SCREEN
Registration Number:	2372209	TRIVIAL PURSUIT
Registration Number:	2612497	TRIVIAL PURSUIT
Registration Number:	1720125	TRIVIAL PURSUIT
Registration Number:	1236504	TRIVIAL PURSUIT
Registration Number:	2386505	TRIVIAL PURSUIT ONLINE

CH $465.00 1711908

Registration Number:	2758701	TRIVIAL PURSUIT
Registration Number:	2930954	UNHINGED
Registration Number:	2198194	YOU CAN'T MAKE THIS STUFF UP
Serial Number:	78508196	TRIVIAL PURSUIT LIVE

CORRESPONDENCE DATA

Fax Number: (401)709-6448

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 401-727-5530

Email: pvanasse@hasbro.com

Correspondent Name: Paul N. Vanasse- HASBRO, INC.

Address Line 1: 1027 Newport Avenue

Address Line 4: Pawtucket, RHODE ISLAND 02862

NAME OF SUBMITTER:	Paul N. Vanasse
Signature:	/Paul N. Vanasse/
Date:	04/21/2008

Total Attachments: 6

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ASSIGNMENT OF U.S. TRADEMARKS

WHEREAS, Horn Abbot Ltd., a Canadian corporation, having a place of business at 141 Adelaide Street West, Suite 1003, Toronto, Canada, M5H 3L9, ("Assignor"), is the sole and exclusive owner of various United States trademark registrations and applications described on Exhibit A attached hereto and made a part hereof (the "Marks"); and

WHEREAS, Hasbro, Inc., a Rhode Island corporation, having a place of business at 1027 Newport Avenue, Pawtucket, Rhode Island, 02862, (Assignee"), desires to acquire the entire right, title and interest in, to and under the Marks and the registrations and applications therefor.

NOW, THEREFORE, in consideration of the sum of One Dollar ($1.00), and for other good and valuable consideration to it in hand paid by said Assignee, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee all its right, title and interest in, to and under said marks and registrations and applications therefor, together with the goodwill of the business symbolized by the Marks, and with the entire business of the Assignor to which the marks pertain; together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past violation, said rights to be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made. This Assignment shall be deemed effective as of this 28th day of MARCH, 2008.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment by its proper officers thereunto duly authorized.

Horn Abbot Ltd.

By: _____
James G. Ware

Title: President

EXHIBIT A

MCCORMSC-SEOTT-#4127878 v1

EXHIBIT A
UNITED STATES TRADEMARKS

Trademark	Status	App Number Reg Number	App Date Reg Date	Next Actions	Due Date(s)
GAME BOARD DESIGN *Country:* United States of America *Classes:* 28 Int. *Goods:* Board game	Registered	1711908	07-Aug-1991 01-Sep-1992	**Next Renewal**	**01-Sep-2012**
GAME CARD DESIGN *Country:* United States of America *Classes:* 28 Int. *Goods:* Question and answer card for playing a board game.	Registered	1696244	20-Jun-1991 23-Jun-1992	**Next Renewal**	**23-Jun-2012**
GAMEPIECE DESIGN *Country:* United States of America *Classes:* 41 Int. *Goods:* Class: 41 Int. Entertainment services, namely, providing an on-line interactive trivia computer game.	Registered	2908380	17-Jun-2003 07-Dec-2004	**Aff of Use – 6 Year First Renewal**	**07-Dec-2010 07-Dec-2014**
GENUS *Country:* United States of America *Classes:* 28 Int., 41 Int. *Goods:* Class: 28 Int. Board game and equipment; namely, playing board, die, question and answer cards, card boxes, player tokens and scoring wedges sold both as a unit and separately for playing a board game. Class: 41 Int. Entertainment services; namely, providing an on-line interactive trivia computer game.	Registered	2871821	26-Aug-2003 10-Aug-2004	**Aff of Use – 6 Year First Renewal**	**10-Aug-2010 10-Aug-2014**

MCCORMSC-SEOTT-#4127878 v2

HORN ABBOT *Country:* United States of America *Classes:* 28 Int. *Goods:* Equipment for playing a board game, namely playing board, die, rules of play, question and answer cards, card boxes, player tokens and scoring wedges sold both as a unit and separately (jigsaw and in-laid picture puzzles, vinyl-covered game storage/carry cases, ultra-suede covered game storage/carry case, video output game machines and related components).	Registered	73/556456 1502123	03-Sep-1985 30-Aug-1988	**Next Renewal**	**30-Aug-2008**
HORN ABBOT & DESIGN *Country:* United States of America *Classes:* 28 Int. *Goods:* Equipment for playing a board game, namely playing board, die, rules of play, question and answer cards, card boxes, player tokens and scoring wedges sold both as a unit and separately (jigsaw and in-laid picture puzzles, vinyl-covered game storage/carry cases, ultra-suede covered game storage/carry case, video-output game machines and related components.	Registered	1510882	03-Sep-1985 01-Nov-1988	**Next Renewal**	**01-Nov-2008**
KNOW-IT-ALL	Registered	2302091	05-Nov-1998	**First Renewal**	**21-Dec-2009**
PREMIUM CLUB AND DESIGN *Country:* United States of America *Classes:* 41 Int. *Goods:* Class: 41 Int. Entertainment services, namely, providing an on-line interactive trivia computer game.	Registered	2996961	17-Jun-2003 20-Sep-2005	**Aff of Use – 6 Year** **First Renewal**	**20-Sep-2011** **20-Sep-2015**

SILVER SCREEN *Country:* United States of America *Classes:* 41 Int. *Goods:* Class: 41 Int. Entertainment services, namely, providing an on-line interactive trivia computer game.	Suppl. Register	2955980	17-Jun-2003 24-May-2005	**Aff of Use – 6 Year** **First Renewal**	**24-May-2011** **24-May-2015**
TRIVIAL PURSUIT *Country:* United States of America *Classes:* 28 Int., 41 Int. *Goods:* Class: 28 Int. Electronic hand-held game and for game including a CD-ROM operating means. Class: 41 Int. Entertainment services, namely, providing an on-line interactive trivia computer game.	Registered	2372209	09-Dec-1998 01-Aug-2000	**First Renewal**	**01-Aug-2010**
TRIVIAL PURSUIT *Country:* United States of America *Classes:* 16 Int. *Goods:* Calendars	Registered	2612497	10-Sep-2001 27-Aug-2002	**Aff of Use – 6 Year** **Next Renewal**	**27-Aug-2008** **27-Aug-2012**
TRIVIAL PURSUIT *Country:* United States of America *Classes:* 28 Int. *Goods:* Equipment for playing a board game; namely, playing board, die, rules of play, question and answer cards, card boxes, player tokens and scoring wedges sold both as a unit and separately in Class 28.	Registered	1720125	03-Sep-1985 29-Sep-1992	**Next Renewal**	**29-Sep-2012**
TRIVIAL PURSUIT & DESIGN *Country:* United States of America *Classes:* 28 Int. *Goods:* Equipment including a playing board, die, rules of play, question and answer cards, card boxes, player tokens and scoring wedges sold as a unit for playing a board game.	Registered	1236504	10-Nov-1981 03-May-1983	**Next Renewal**	**03-May-2013**

TRIVIAL PURSUIT LIVE ***Country:*** United States of America ***Classes:*** 28 Int., 41 Int. ***Goods:*** Class : 28 Int. Board games Class : 41 Int. Entertainment services, namely, providing an on-line computer trivia game; entertainment services, namely, conducting trivia game contests.	ALLOWED	78/508196	29-Oct-2004	**Statement of Use 3rd Extension** **Statement of Use 4th Extension** **Statement of Use 5th Extension** **Statement of Use Final**	**23-Nov-2007** **23-May-2008** **23-Nov-2008** **23-May-2009**
TRIVIAL PURSUIT ONLINE ***Country:*** United States of America ***Classes:*** 41 Int. ***Goods:*** Providing a computer game that may be accessed network-wide by network users.	Registered	2386505	12-Feb-1999 12-Sep-2000	**Next Renewal**	**12-Sep-2010**
TRIVIAL PURSUIT Stylized ***Country:*** United States of America ***Classes:*** 16 Int., 28 Int., 41 Int. ***Goods:*** Calendars in class 16 Equipment for playing a board game; namely, playing board, die, rules of play, question and answer cards, card boxes, player tokens and scoring wedges sold both as a unit and separately in Class 28. Entertainment services, namely, providing an on-line trivia computer game in class 41.	Registered	2758701	14-Nov-2002 02-Sep-2003	**Aff of Use – 6 Year** **Next Renewal**	**02-Sep-2009** **02-Sep-2013**
UNHINGED ***Country:*** United States of America ***Classes:*** 09 Int. ***Goods:*** Class : 09 Int. Electronic game programs.	Registered	2930954	12-Mar-2004 08-Mar-2005	**Aff of Use – 6 Year** **First Renewal**	**08-Mar-2011** **08-Mar-2015**

MCCORMSC-SEOTT-#4127878 v2

YOU CAN'T MAKE THIS STUFF UP *Country:* United States of America *Classes:* 28 Int. *Goods:* Class: 28 Int. Board games and equipment sold as a unit namely, question and answer cards, boxes which contain game cards, play viewing board, player tokens, and instructions for the game.	Registered	2198194	09-Sep-1997 20-Oct-1998	**First Renewal**	**20-Oct-2008**

MCCORMSC-SEOTT-#4127878 v2

ASSIGNMENT OF U.S. TRADEMARKS

WHEREAS, Horn Abbot Ltd., a Canadian corporation, having a place of business at 141 Adelaide Street West, Suite 1003, Toronto, Canada, M5H 3L9, ("Assignor"), is the sole and exclusive owner of various United States trademark registrations and applications described on Exhibit A attached hereto and made a part hereof (the "Marks"); and

WHEREAS, Hasbro, Inc., a Rhode Island corporation, having a place of business at 1027 Newport Avenue, Pawtucket, Rhode Island, 02862, (Assignee"), desires to acquire the entire right, title and interest in, to and under the Marks and the registrations and applications therefor.

NOW, THEREFORE, in consideration of the sum of One Dollar ($1.00), and for other good and valuable consideration to it in hand paid by said Assignee, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee all its right, title and interest in, to and under said marks and registrations and applications therefor, together with the goodwill of the business symbolized by the Marks, and with the entire business of the Assignor to which the marks pertain; together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past violation, said rights to be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made. This Assignment shall be deemed effective as of this 28th day of MARCH, 2008.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment by its proper officers thereunto duly authorized.

Horn Abbot Ltd.

By: _____
James G. Ware

Title: President

EXHIBIT A

MCCORMSC-SEOTT-#4127878 v1

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TRADEMARK
REEL: 003775 FRAME: 0787

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