

TRADEMARK ASSIGNMENT

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 |
| RIVER WEST BRANDS LLC. | | 08/26/2008 | CORPORATION: DELAWARE |
| 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: 2 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77096212 | ROMPER ROOM | |
| Serial Number: | 77176697 | ROMPER ROOM | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (401)709-6448 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 401-727-5530 | | |
| Email: | pvanasse@hasbro.com | | |
| Correspondent Name: | Paul N. Vanasse | | |
| Address Line 1: | 1027 Newport Avenue | | |
| Address Line 4: | Pawtucket, RHODE ISLAND 02862 | | |
| NAME OF SUBMITTER: | Paul N. Vanasse | | |
| Signature: | /Paul N. Vanasse/ | | |
| Date: | 08/27/2008 | | |

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Total Attachments: 2

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**TRADEMARK
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ASSIGNMENT OF TRADEMARK/SERVICE MARK RIGHTS

WHEREAS River West Brands LLC, a Delaware corporation, with its principal place of business at 141 West Jackson Boulevard, Suite 3620, Chicago, Illinois 60604 ("Assignor"), is the owner of all right, title and interest in and to the following pending applications for registration of trademarks:

ROMPER ROOM under Serial No. 77/096,212 filed January 31, 2007 for goods and services in International Classes 9 and 41; and

ROMPER ROOM under Serial No. 77/176,697 filed May 9, 2007 for goods in International Classes 9 and 28.

Collectively known as the ("Marks").

WHEREAS Hasbro, Inc., a Rhode Island corporation, with its principal place of business at 1027 Newport Avenue, Pawtucket, Rhode Island 02862-1059 ("Assignee"), is desirous of acquiring all rights, title and interest in and to the Marks and registrations or applications associated with them, together with the goodwill of the business symbolized by the Marks and their respective registrations or applications and is the successor to the ongoing and existing portion of the business of Assignor to which the Marks pertain;

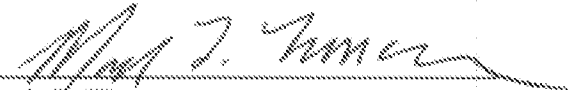
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee, its successors and assigns, the entire right, title and interest in and to the Marks together with the goodwill of the business symbolized by and associated with the Marks, and

together with the right to sue for and recover damages for past infringement of the Marks and to stand in place of Assignor in all matters related thereto.

Effective as of August 25, 2008.

Dated: August 26, 2008

RIVER WEST BRANDS LLC

By: 

Mark F. Thomann
Chief Executive Officer
141 West Jackson Boulevard
Suite 3620
Chicago, Illinois 60604