

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
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:	02862-1059		
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:	(212)336-2222		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-336-2000		
Email:	IPDOCKETING@PBWT.COM		
Correspondent Name:	Patterson Belknap Webb & Tyler LLP		
Address Line 1:	1133 Avenue of the Americas		
Address Line 2:	Attn.: Kim J. Landsman		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	H0286-355(K.LANDSMAN)		
NAME OF SUBMITTER:	Kim J. Landsman		
Signature:	/Kim J. Landsman/		

OP \$65.00 77096212

Date:

09/04/2008

Total Attachments: 2

source=H0286-355#page1.tif

source=H0286-355#page2.tif

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