

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Spero T Haritatos		08/15/2008	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HASBRO, INC.		
<b>Street Address:</b>	1027 Newport Avenue		
<b>City:</b>	Pawtucket		
<b>State/Country:</b>	RHODE ISLAND		
<b>Postal Code:</b>	02862		
<b>Entity Type:</b>	CORPORATION: RHODE ISLAND		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1949876	CANDYLAND	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(401)709-6448		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	401-727-5530		
<b>Email:</b>	pvanasse@hasbro.com		
<b>Correspondent Name:</b>	Paul Vanasse- HASBRO, INC.		
<b>Address Line 1:</b>	1027 Newport Avenue		
<b>Address Line 4:</b>	Pawtucket, RHODE ISLAND 02862		
<b>NAME OF SUBMITTER:</b>	Paul N. Vanasse		
<b>Signature:</b>	/Paul N. Vanasse/		
<b>Date:</b>	09/15/2008		

CH \$40.00 1949876

Total Attachments: 2  
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## TRADEMARK ASSIGNMENT

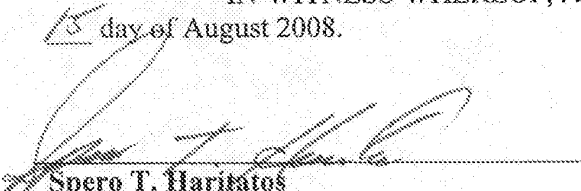
This Trademark Assignment (the "Assignment") is made by Spero T. Haritatos, an individual residing at 321 N. Doxtater Avenue, Rome, New York, 13440 ("Assignor"), in favor of Hasbro, Inc., a Rhode Island corporation, with its principal place of business at 1027 Newport Avenue, Pawtucket, Rhode Island 02862 ("Assignee").

WHEREAS, pursuant to a Settlement Agreement between Assignor, Assignee and Toys "R" Us dated August 14, 2008, Assignee acquired all of Assignor's right, title and interest in the "CANDY LAND" name and mark (whether spelled as one or two words) in the United States, Canada, and anywhere else in the world, including but not limited to the U.S. Trademark Registration No. 1,949,876 (hereinafter, the "Mark");

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which Assignor acknowledges:

1. Assignor hereby assigns to Assignee and Assignee accepts all rights, title and interest in the Mark together with the goodwill of the business symbolized by and associated with the Mark.
2. Assignor covenants and agrees that, upon the request of Assignee, Assignor shall execute all other papers, make all rightful oaths, testify on behalf of Assignee, furnish such documents, materials, information and/or assistance, and do all other lawful acts necessary to perfect the assignment of the Mark to Assignee and otherwise carry out the intent of this Assignment.
3. This Assignment shall be binding upon Assignor, Assignor's successors and assigns, and upon all others acting by, through, with or under Assignor's direction or control, and all those in privity therewith.

IN WITNESS WHEREOF, Assignor has executed this Assignment effective this 15 day of August 2008.

  
Spero T. Haritatos

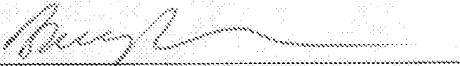
STATE OF NEW YORK                    )  
  ): ss.:  
COUNTY OF ONONDAGA                )

I, Richard K. Hughes, a notary public of the State of New York, do hereby certify that on this 15<sup>th</sup> day of August, 2008, before me personally appeared Spero T. Heritatos, to me known, who executed the above Trademark Assignment and acknowledged to me that he signed the same.

Richard K. Hughes  
Notary Public

RICHARD K. HUGHES  
NOTARY PUBLIC, State of New York  
No. 02HU4511796 Reg. in Onondaga County  
My Commission Expires April 30, 2011.

**Hasbro, Inc.**

By:   
Barry Nagler  
Senior Vice President, General  
Counsel, and Secretary