

Form PTO-1594 (Rev. 01-09)  
OMB Collection 0651-0027 (exp. 02/28/2009)

05-12-2009

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

RE

To the Director of the U. S. Patent and Trademark Office, Attention: 103560134 (Assignments or the new address(es) below.)

**1. Name of conveying party(ies):**  
Hasbro, Inc.

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

Citizenship (see guidelines) Rhode Island, U.S.A.

Additional names of conveying parties attached?  Yes  No

**2. Name and address of receiving party(ies)**  Yes  No  
 Additional names, addresses, or citizenship attached?

Name: Eddy & Martin Goldfarb And Associates, LLC  
 Internal Address: \_\_\_\_\_  
 Street Address: 11669 Santa Monica Blvd., #110  
 City: Los Angeles  
 State: CA  
 Country: U.S.A.      Zip: 90025-2929

Association      Citizenship \_\_\_\_\_  
 General Partnership      Citizenship \_\_\_\_\_  
 Limited Partnership      Citizenship \_\_\_\_\_  
 Corporation      Citizenship: California, U.S.A.  
 Other      Citizenship \_\_\_\_\_

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) March 30, 2009

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

**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) 1677745

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):  
IC 02B, US 022, G & S: EQUIPMENT SOLD AS A UNIT FOR PLAYING A PARLOR GAME. FIRST USE: 19880517, FIRST USE IN COMMERCE: 19880517

**5. Name & address of party to whom correspondence concerning document should be mailed:**  
 Name: Eddy & Martin Goldfarb And Associates  
 Internal Address: \_\_\_\_\_  
 Street Address: 11669 Santa Monica Blvd., #110  
 City: Los Angeles  
 State: CA      Zip: 90025-2929  
 Phone Number: 310-478-8648  
 Fax Number: 310-478-8703  
 Email Address: MrtG@aol.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 to deposit account  
 Enclosed

**8. Payment Information:**  
 Deposit Account Number \_\_\_\_\_  
 Authorized User Name \_\_\_\_\_

**9. Signature:** Martin I. Goldfarb      01 FC:8524 May 6, 2009      40.00 OP  
 Signature      Date

\_\_\_\_\_  
 Martin I. Goldfarb  
 Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

## TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, made as of 30 day of March, 2009, 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 (hereinafter referred to as ASSIGNOR) to Eddy & Martin Goldfarb & Associates, LLC., a corporation organized and existing under the laws of the State of \_\_\_\_\_, having its principal place of business located at 19434 Londelius Street, Northridge, CA 91324 (hereinafter referred to as ASSIGNEE),

## W I T N E S S E T H:


WHEREAS ASSIGNOR is the owner of the trademark SHARK ATTACK, (the "Trademark") and of United States Trademark registration number 1,677,745; and

WHEREAS ASSIGNEE is desirous of acquiring the Trademark, the registration thereof, together with the goodwill of the business with which said Trademark is used.

NOW THEREFORE, for good and valuable consideration, 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 referenced above, 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.

HASBRO, INC..

By:   
Barry Nagler, Senior Vice President