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101293-407

FORM PTD-1584 (Modified)  
(Rev. 07/05)  
OMB No. 0651-0027 (exp. 6/30/2008)  
TM05/REV04

RECORDATION FORM COVER SHEET

TRADEMARKS / SERVICE MARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached original documents or the new address(es) below.

1. Name of conveying party(ies):

Hasbro, Inc.

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

Citizenship (see guidelines)

Additional names(s) of conveying party(ies)  Yes  No

3. Nature of conveyance/Execution Date(s):

Execution Date: August 26, 2009

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

2. Name and address of receiving party(ies):

Additional names, addresses, or citizenship attached?  Yes  No

Name: Dujardin SAS

Internal

Address:

Street Address: Batiment A-4 - ZA du Pot au Pin

City: Cestas

State:

Country: France ZIP: 33612

- Association Citizenship
- General Partnership Citizenship
- Limited Partnership Citizenship
- Corporation Citizenship
- Other French Corporation

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from

4. Application number(s) or registration numbers(s) and identification or description of the Trademark/Service Mark:

A. Trademark / Service Mark Application No.(s)

B. Trademark / Service Mark Registration No.(s)

0791719

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s)/Service Mark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Norris McLaughlin & Marcus PA

Internal Address:

Street Address: 875 Third Avenue 8th Floor

City: New York

State: New York Zip: 10022

Phone Number: 212 808 0700

Fax Number: 212 808 0844

Email Address: bslonda@nmmlaw.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 by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 141263  
Authorized User Name Bruce S. Londa

9. Signature:

Signature

Bruce S. Londa

Name of Person Signing

10-23-09

Date

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

CH \$40.00 141263 0791719

DUJARDIN  
AA/EA180809LDG

**TRADEMARK AND GOODWILL ASSIGNMENT AGREEMENT**

**BETWEEN:**

**HASBRO, INC.**, US corporation, having its principal place of business at 1027 Newport Avenue, Pawtucket, Road Island 02862-1059- USA represented by Barry Nagler in his capacity as Senior Vice President herein after called the Assignor,

On the one hand,

**AND :**

**DUJARDIN SAS**, a French corporation having its registered office Parc Logistique « PARCOLOG » - Bâtiment A-4 - ZA du Pot au Pin - Cestas 33612 - France, represented by Bernard Montibert in his capacity as Director Manager hereinafter called the Assignee,

On the other hand,

**NOW, THEREFORE, THE FOLLOWING HAS BEEN SET FORTH**

Whereas, DUJARDIN is the worldwide rights holder of the Mille Bornes Games.

Whereas, pursuant to a licence agreement entered into between Assignee and Assignor, dated as of June 11<sup>th</sup>, 1962, Assignee has granted Assignor with the right to file and to register on its behalf the mark "MILLE BORNES" in the name of Assignor with the US trademark office and the Canadian trademark office and for the purpose of the license.

Consequently, Assignor is the registered owner of the following trademark registrations:

- US trademark registration No. 0791719 MILLE BORNES (Word mark) registered on June 29, 1965, set forth in Annex 1 hereto;
- Canadian trademark registration No. LMC162797 MILLE BORNES (Word mark) set forth in Annex 2 hereto;

Whereas, Assignor has preserved all the rights to the Marks and the goodwill relating to the Mark.

Whereas, Assignee wishes to acquire all rights to the Marks and the corresponding goodwill.

Whereas, Assignee wishes to be entitled to bring any legal action in the event that any infringement of the Marks has occurred prior to the execution of the present agreement.

**NOW, THEREFORE, THE FOLLOWING HAS BEEN AGREED UPON**

Article 1

Assignor assigns to Assignee who accepts the full and entire ownership, without any restriction, of the Marks and the corresponding goodwill.

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Article 2

The Assignor warrants and represents that it has the full right and power to enter into and perform its obligations under the present agreement and that there are no outstanding agreements or obligations in existence inconsistent with the provisions of the present agreement.

Article 3

The assignment is granted free of charge. Execution of the present agreement represents a full discharge of the Assignee's payment obligation.

Article 4

4.1. Consequently, as of the execution hereof, the Assignee shall be subrogated to all the rights, actions, privileges and obligations that Assignor had in the Marks assigned so that it shall have the full ownership and enjoyment thereof and may freely sell, use, assign, maintain and waive them or extend the protection thereof to other goods and services and to other countries of its choice.

4.2. As of the execution date hereof, the Assignee shall pay all the costs relating thereto, including the fees to renew the Marks, if it wishes to maintain the validity of the Marks.

4.3. Under this assignment agreement, the Assignee shall have the right to initiate an infringement or unfair competition action in the main or incidental proceedings and to initiate any action to put a stop to any usurpation with respect to all acts of infringement or unfair competition that are prior or subsequent to said assignment, and to obtain compensation for the harm suffered as well as to initiate any action relating to said Marks.

4.4. The Assignor thus assigns to the Assignee all the rights to take any and all legal action in connection with acts of infringement, including the acts committed prior to the assignment.

Article 5

The present agreement shall be governed by French Law. Any dispute in connection with its interpretation shall be submitted to the Court of First Instance of Paris.

Article 6

Costs for the recording of the present assignment at the corresponding Institute of Industrial Property are at Assignee's charge. Assignee hereby accepts to bear these costs.

Article 7

The bearer of an original or copy of the present agreement is granted all powers for the purpose of filing said assignment with the respective Trademark Register as kept by the United States Patent and Trademark Office (USPTO) for US trademarks and by Canadian Intellectual Property Office (CIPO).

The Assignor undertakes to execute and/or deliver to the Assignee, within fifteen days of its request, all such documents as may be necessary to file the assignment with the Offices and with all competent bodies and more generally, all documents and signatures as may be necessary to secure the validity, enforcement and/or performance of this agreement.

Drawn up in four originals in Paris on August 26<sup>th</sup>, 2009.

DUJARDIN, SAS

  
Bernard MONTIBERT

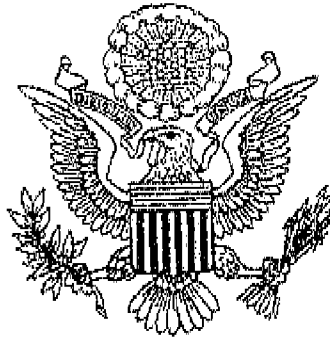
HASBRO, INC

  
Barry Nagler

DUJARDIN  
AA/EA180808L00

**Annex 1**

Copy of US trademark registration No. 0791719 MILLE BORNES (Word mark)



No 791719



## THE UNITED STATES OF AMERICA

This is to certify that from the records of the Patent Office it appears that an application was filed in said Office for registration of the Mark shown herein, a copy of said Mark and pertinent data from the Application being annexed hereto and made a part hereof,

And there having been due compliance with the requirements of the law and with the regulations prescribed by the Commissioner of Patents,

Upon examination, it appeared that the applicant was entitled to have said Mark registered under the Trademark Act of 1946, and the said Mark has been duly registered this day in the Patent Office on the

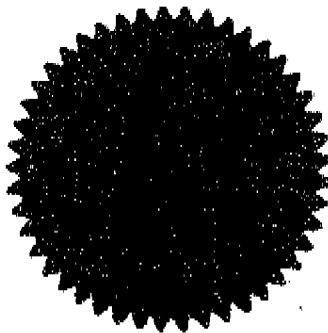
## PRINCIPAL REGISTER

to the registrant named herein.

This registration shall remain in force for Twenty Years unless sooner terminated as provided by law.

In Testimony Whereof I have hereunto set my hand and caused the seal of the Patent Office to be affixed this twenty-ninth day of June, 1965.

  
COMMISSIONER OF PATENTS



## **NOTICE**

*This Registration will be canceled by the Commissioner of Patents at the end of six years following the date of registration, unless within one year next preceding the expiration of such six years, the registrant file in the Patent Office an affidavit showing that said mark is still in use or showing that its nonuse is due to special circumstances which excuse such nonuse and is not due to any intention to abandon the mark.*

16-08771-1P

**TRADEMARK****REEL: 004083 FRAME: 0870**

# United States Patent Office

791,719

Registered June 29, 1965

## PRINCIPAL REGISTER Trademark

Ser. No. 156,515, filed Nov. 2, 1962

### MILLE BORNES

Parker Brothers, Inc. (Maine corporation)  
190 Bridge St.  
Salem, Mass.

For: EQUIPMENT FOR USE IN PLAYING A CARD  
GAME, in CLASS 22.  
First use Oct. 9, 1962; in commerce Oct. 9, 1962.  
The French words "Mille Bornes," constituting appli-  
cant's mark, mean in English "one thousand milestones."