

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
Tracy Richardson		09/10/2009	INDIVIDUAL: UNITED STATES
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: 1			
Property Type	Number	Word Mark	
Serial Number:	77242608	ALFIE ALBRIGHT	
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:	10/26/2009		

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Total Attachments: 2
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TRADEMARK
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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made by Tracy Richardson, an individual with an address of 401 California Street, El Segundo, California 90245 ("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 and Assignee dated August 25, 2009, Assignee acquired all of Assignor's right, title and interest in the mark listed on Schedule A hereto (hereinafter, the "Mark"); and

WHEREAS, Assignor is now able to assign all right, title and interest in the pending application for the Mark as detailed in Schedule A; and

WHEREAS, Assignee is desirous of owning and Assignor agrees that Assignee shall own all right, title and interest in and to the Mark, including the goodwill associated therewith and the pending applications therefore.

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

1. Assignor hereby further assigns to Assignee the U.S. application for the Mark identified on Schedule A and confirms that it has assigned to Assignee all right, title and interest in and to the Mark and the goodwill of the business symbolized thereby.

2. Assignor covenants and agrees that, upon the request of Assignee, Assignor shall execute all 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 10 day of Sept., 2009.

Acknowledged and Agreed To:

Hasbro, Inc.

By:

Name:

Title:

[Signature]

JAN PROSUTTI

CMO

Tracy Richardson

Owner

[Signature]

Schedule A

Country	Mark	Ser. No.	Filing Date
United States	ALFIE ALBRIGHT	77/242608	July 30, 2007