

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
Bollinger Associates LLC.		07/01/2010	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Hasbro, Inc.		
Street Address:	1027 Newport Avenue		
City:	Pawtucket		
State/Country:	RHODE ISLAND		
Postal Code:	02982		
Entity Type:	CORPORATION: RHODE ISLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3102956	MASK	
CORRESPONDENCE DATA			
Fax Number:	(401)909-7448		
	<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		
ATTORNEY DOCKET NUMBER:	3		
NAME OF SUBMITTER:	Paul N. Vanasse		
Signature:	/Paul N. Vanasse/		
Date:	07/14/2010		

CH \$40.00 3102956

Total Attachments: 1

source=M.A.S.K TRADEMARK ASSIGNMENT#page1.tif

ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS Bollinger Associates, LLC, a Florida limited liability company, with its principal place of business at 1332 Landfall Drive, Wilmington, North Carolina 28405 ("Assignor"), is the owner of all right, title and interest in and to the trademark registration for M.A.S.K., together with design logo, under Registration No. 3,102,956 registered on June 13, 2006 for goods and services in International Class 28 (the "Mark").

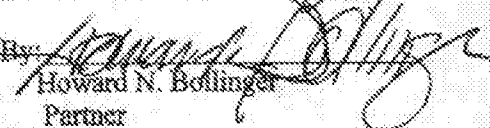
WHEREAS Hasbro, Inc., a Rhode Island corporation, with its principal place of business at 1027 Newport Avenue, Pawtucket, Rhode Island 02862-1059 ("Assignee"), is desirous of acquiring all rights, title and interest in the Mark and registration associated with it;

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, interest in and to the Mark together with the goodwill of the business symbolized by and associated with the Mark, and together with the right to sue for and recover damages for past infringement of the Mark and to stand in place of Assignor in all matters related thereto.

Effective as of June 30, 2010.

Dated: ^{JULY} ~~June~~ 1, 2010

BOLLINGER ASSOCIATES, LLC

By: 
Howard N. Bollinger
Partner

4062227v.1