

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
Hasbro, Inc.		05/31/2011	CORPORATION: RHODE ISLAND
RECEIVING PARTY DATA			
Name:	Hub Television Networks, LLC		
Street Address:	2950 N. Hollywood Way, Suite 500		
City:	Burbank		
State/Country:	CALIFORNIA		
Postal Code:	91505		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77752757	HUBBUB	
CORRESPONDENCE DATA			
Fax Number:	(202)857-6395		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2028576000		
Email:	tmdocket@arentfox.com		
Correspondent Name:	Anthony V. Lupo		
Address Line 1:	Arent Fox LLP		
Address Line 2:	1050 Connecticut Avenue, NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	HUBBUB 77752757		
NAME OF SUBMITTER:	Jennifer Donohue		
Signature:	/Jennifer Donohue/		

OP \$40.00 77752757

900193824

TRADEMARK
REEL: 004556 FRAME: 0325

Date:

06/08/2011

Total Attachments: 2

source=TRADEMARK ASSIGNMENT (HUBBUB)Pri#page1.tif

source=TRADEMARK ASSIGNMENT (HUBBUB)Pri#page2.tif

TRADEMARK ASSIGNMENT

WHEREAS HASBRO, INC., a Rhode Island corporation, having a place of business at 1027 Newport Avenue, Pawtucket, Rhode Island 02862 (hereinafter "ASSIGNOR"), has adopted the trademark listed in Schedule A, and has applied for registration of those marks in the United States Patent and Trademark Office (hereinafter the "Trademarks");

WHEREAS, Hub Television Networks, LLC, a limited liability company organized and existing under the laws of Delaware, having a place of business at 2950 N. Hollywood Way, Suite 500, Burbank, California 91505 (hereinafter "ASSIGNEE"), is desirous of acquiring said Trademarks and the applications and registrations therefor, together with the ongoing business and the goodwill of the business pertaining thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said ASSIGNOR does hereby assign unto the said ASSIGNEE all right, title and interest in and to the said Trademarks and the applications or registrations thereof, including the portion of ASSIGNOR'S business to which the marks pertain, such business being ongoing and existing, together with the goodwill of the business symbolized by the trademarks and the above-identified applications thereof, and including the right to bring suit and recover damages for past infringement.

HASBRO, INC.

Date: May 31, 2011

By: 

Name: Barbara Finigan

Title: Senior Vice President

TECH/987639.1

SCHEDULE A

Mark

Serial No.

HUBBUB

777152757

- 2 -

TECH/987639.1