

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
	Hasbro, Inc.		10/29/2012
			Entity Type
			CORPORATION: RHODE ISLAND
RECEIVING PARTY DATA			
Name:	MITC, LLC		
Street Address:	16000 Ventura Blvd., Suite 900		
Internal Address:	c/o Randy O'connor at Gettleson, Witzer		
City:	Encino		
State/Country:	CALIFORNIA		
Postal Code:	91436		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	85022697	MONSTERS IN THE CITY
CORRESPONDENCE DATA			
Fax Number:	2023153386		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	202-294-2287		
Email:	jgerben@gerbenlawfirm.com		
Correspondent Name:	Josh Gerben, Esq.		
Address Line 1:	1050 Connecticut Ave NW		
Address Line 2:	10th Floor		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
NAME OF SUBMITTER:	Josh Gerben, Esq.		
Signature:	/Josh Gerben/		
Date:	11/29/2012		
Total Attachments: 1 source=MONSTERS IN THE CITY_85022697_Assignment_Ex#page1.tif			

OP \$40.00 85022697

TRADEMARK ASSIGNMENT

WHEREAS, Hasbro, Inc. ("Assignor"), a Rhode Island corporation with an address of 1027 Newport Avenue, Pawtucket, Rhode Island 02862, owns U.S. trademark/service mark application Serial No. 85/022,697 for the mark MONSTERS IN THE CITY (the "Application");

WHEREAS, the filing basis of the Application is Assignor's *bona fide* intent to use the mark in commerce on or in connection with the goods and services identified in the Application;

WHEREAS, Assignor wishes to assign the Application to MITC, LLC ("Assignee"), a Delaware limited liability company with an address of c/o

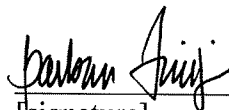
WHEREAS, Assignee desires to acquire all of Assignor's right, title, and interest in the Application;

WHEREAS, Assignee is the successor to that portion of Assignor's business to which the mark shown in the Application pertains, which business is ongoing and existing;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the Application; and the right to sue and collect damages against third parties for all instances of past and future trademark infringement, unfair competition, trademark dilution, and other violations of the Lanham Act and analogous state laws, with respect to the Application and the mark shown therein. Assignor shall have no remaining rights whatsoever in the Application or the mark shown therein.

Hasbro, Inc.

Date: October 29, 2012



[signature]

Barbara Finigan

[print name]

Senior Vice President

[title]