

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
Compania De Medios Digitales (CMD) S.A.		03/05/2013	CORPORATION: ARGENTINA
RECEIVING PARTY DATA			
Name:	Hasbro, Inc.		
Street Address:	1027 Newport Avenue		
City:	Pawtucket		
State/Country:	RHODE ISLAND		
Postal Code:	02917		
Entity Type:	CORPORATION: RHODE ISLAND		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85592859	BEAST HUNTER	
Serial Number:	85529859	BUMPEN THE KNIGHT	
CORRESPONDENCE DATA			
Fax Number:	4017096448		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</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 02917		
NAME OF SUBMITTER:	Paul N. Vanasse		
Signature:	/Paul N. Vanasse/		
Date:	03/27/2013		
Total Attachments: 1 source=BEAST HUNTER US ASSIGNMENT#page1.tif			

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UNITED STATES TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, effective the 5 day of March, 2013, from Compañía De Medios Digitales (CMD) S.A., a corporation organized under the laws of Argentina (hereinafter referred to as ASSIGNOR) to HASBRO, INC., a corporation organized and existing under the laws of the State of Rhode Island, U.S.A., having its principal place of business located at 1027 Newport Avenue, Pawtucket, Rhode Island, U.S.A. (hereinafter referred to as ASSIGNEE).

WHEREAS ASSIGNOR is the owner of the trademark BEAST HUNTER and the United States pending application for registration, serial number 95-529859 (the "TRADEMARK"); and

WHEREAS ASSIGNEE is desirous of acquiring the TRADEMARK, together with all of the goodwill of the business associated with said TRADEMARKS.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby sell, assign and transfer unto ASSIGNEE all right, title and interest in and to the TRADEMARK, the pending trademark application for registration therefor, the right to sue and recover for past infringement of said TRADEMARK and all of the goodwill associated with said TRADEMARK.

Compañía De Medios Digitales (CMD) S.A.,

By: ALBERTO ROSSI Marcelo Liberini
Apoderados Apoderado

Date: 05-03-2013

Title: Apoderados

Printed Name: Alberto Rossi/
Marcelo Liberini

Hasbro, Inc.

By: Barbara Finigan

Date: March 25, 2013

Title: Senior Vice President

Printed Name: Barbara Finigan