

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
RUDELL DESIGN, LLC.		05/29/2013	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HASBRO, INC.		
<b>Street Address:</b>	1027 Newport Avenue		
<b>City:</b>	Pawtucket		
<b>State/Country:</b>	RHODE ISLAND		
<b>Postal Code:</b>	02862		
<b>Entity Type:</b>	CORPORATION: RHODE ISLAND		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	85568662	UPWORDS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4017096448		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
<b>Phone:</b>	401-727-5530		
<b>Email:</b>	pvanasse@hasbro.com		
<b>Correspondent Name:</b>	Paul N. Vanasse- HASBRO, INC.		
<b>Address Line 1:</b>	1027 Newport Avenue		
<b>Address Line 4:</b>	Pawtucket, RHODE ISLAND 02862		
<b>NAME OF SUBMITTER:</b>	Paul N. Vanasse		
<b>Signature:</b>	/Paul N. Vanasse/		
<b>Date:</b>	06/12/2013		
<b>Total Attachments: 1</b>			
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CH \$40.00 85568662

UNITED STATES TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, effective the 29th day of May, 2013, from RUDELL DESIGN, LLC, a limited liability company having its principal place of business located at 1619 Gramercy Avenue, Torrance, California (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 UPWORDS and the United States pending application for registration, serial number 85568662 (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 together with the goodwill of the business in connection with which said Trademarks are used and which is appurtenant thereto, and which is symbolized by said Trademarks.

Rudell Design, LLC

By: 

Date: 29 May 2013

Title: President & General Mgr.

Printed Name: Elliot Rudell

Hasbro, Inc.

By: 

Date: June 12, 2013

Title: Senior Vice President

Printed Name: Barbara Flanagan