

06/12/2013



103659272

85/529859

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Correction of serial number previously recorded on Reel 004991 Frame 0629. Assignor(s) hereby confirms the Assignment of the entire interest. Incorrect serial no. 85529859 for Beast Hunter

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Compania De Medios Digitales (CMD) S.A.		02/28/2013	CORPORATION: ARGENTINA

RECEIVING PARTY DATA

Name:	Hasbro, Inc.
Street Address:	1027 Newport Avenue
City:	Pawtucket
State/Country:	RHODE ISLAND
Postal Code:	02862
Entity Type:	CORPORATION: RHODE ISLAND

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	85592859	BEAST HUNTER

CORRESPONDENCE DATA

Fax Number: 4017096448
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Phone: 401-727-5530
 Email: pvanasse@hasbro.com
 Correspondent Name: Hasbro, Inc.
 Address Line 1: 1027 Newport Avenue
 Address Line 4: Pawtucket, RHODE ISLAND 02862

ATTORNEY DOCKET NUMBER:	BOYS
NAME OF SUBMITTER:	Paul N. Vanasse
Signature:	/Paul N. Vanasse/
Date:	05/22/2013

Total Attachments: 1
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Re. 900855986 528-13

CH \$40.00 85592859

900250551 03/27/2013

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	Entity Type
Compania De Medios Digitales (CMD) S.A.			CORPORATION: ARGENTINA
Execution Date		03/05/2013	
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			

CH \$65.00 85592859

900250551

TRADEMARK
 REEL: 004991 FRAME: 0629

TRADEMARK
 REEL: 005047 FRAME: 0327


UNITED STATES TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, effective the 28th day of February, 2013, from Compañia 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 85592859 (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.


Compañia De Medios Digitales (CMD) S.A.,
By: 

Date: ALBERTO ROSSI
APODERADO

Title: _____

Printed Name: BERNARD LOJK GARCÍA
APODERADO

Hasbro Inc.

By: 

Date: February 28, 2013

Title: Senior Vice President

Printed Name: Barbara Finigan