

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM320120

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
Promotional Partners Worldwide, LLC		06/30/2014	LIMITED LIABILITY COMPANY: ILLINOIS
<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>	
<b>Serial Number:</b>	86269233	POPTATERS	
<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 using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	401-727-5530		
<b>Email:</b>	paul.vanasse@hasbro.com		
<b>Correspondent Name:</b>	Paul N. Vanasse		
<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 SIGNED:</b>	10/15/2014		
<b>Total Attachments: 2</b>			
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source=US - POPTATERS Assignment#page2.tif			

CH \$40.00 86269233

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, effective the 16<sup>th</sup> day of June, 2014, from PROMOTIONAL PARTNERS WORLDWIDE, LLC, an Illinois limited liability company having its principal place of business located at 811 Wilshire Boulevard, Suite 550, Los Angeles, California, U.S.A. 90017 (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. 02861 (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR and ASSIGNEE are parties to a Merchandise Licensing Agreement (Contract Number 126403), dated January 1, 2013, which permits ASSIGNOR to manufacture, sell and distribute affinity editions of ASSIGNEE's proprietary MR. POTATO HEAD product (the "Agreement");

WHEREAS, ASSIGNOR has filed an application in the United States Patent and Trademark Office ("USPTO") to register the trademark POPTATERS, serial number 86-269233 (the "TRADEMARK"); and

WHEREAS, ASSIGNEE is desirous of acquiring the TRADEMARK, together with all of the goodwill of the business associated with said TRADEMARKS, in accordance with the terms of the Agreement,

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.

PROMOTIONAL PARTNERS WORLDWIDE, LLC

By: \_\_\_\_\_

Date: \_\_\_\_\_

Title: \_\_\_\_\_

Printed Name: \_\_\_\_\_

HASBRO, INC.

By: \_\_\_\_\_

Date: \_\_\_\_\_

Title: \_\_\_\_\_

Printed Name: \_\_\_\_\_

*Cheryl B*  
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*6/24/14*  
\_\_\_\_\_  
*Vice President*  
\_\_\_\_\_  
*Cheryl Brancaccio*  
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*Barbara Finigan*  
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*6/20/14*  
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*SR. VICE PRESIDENT*  
\_\_\_\_\_  
*BARBARA FINIGAN*  
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