

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM392983

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Boulding Blocks, LLC		07/21/2016	Limited Liability Company:
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	
Registration Number:	4863260	THINK OUTSIDE THE BLOCKS	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	401-727-5530		
Email:	paul.vanasse@hasbro.com		
Correspondent Name:	Paul N. Vanasse		
Address Line 1:	1027 Newport Avenue		
Address Line 4:	Pawtucket, RHODE ISLAND 02862		
NAME OF SUBMITTER:	Paul N. Vanasse		
SIGNATURE:	/Paul N. Vanasse/		
DATE SIGNED:	07/28/2016		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This Trademark Assignment ("ASSIGNMENT"), effective as of the 21 day of July, 2016 (the "Effective Date"), is made by BOULDING BLOCKS, LLC, a Colorado limited liability corporation having its principal place of business at 700 W. Mississippi Ave, Unit C-6, Boulder, Colorado 80223, ("ASSIGNOR") to HASBRO, INC., a Rhode Island corporation having its principal place of business at 1027 Newport Avenue, Pawtucket, Rhode Island, 02862 ("ASSIGNEE").

WHEREAS ASSIGNOR is the owner of all right, title and interest in and to the "THINK OUTSIDE THE BLOCKS" trademark, including but not limited to the U.S. Trademark Registration No. 4863260 (the "TRADEMARK"); and

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

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which ASSIGNOR acknowledges:

1. Assignor hereby sells, assigns and transfers to ASSIGNEE all right, title and interest worldwide in and to the TRADEMARK, the trademark registrations and applications for registration therefor, all common law trademark rights therein, the right to sue and recover for past infringement of said TRADEMARK and all of the goodwill symbolized by and associated with said TRADEMARK, free and clear of any liens or encumbrances of whatever nature.
2. ASSIGNOR hereby covenants and agrees that upon the request of the ASSIGNEE, ASSIGNOR shall cooperate with ASSIGNEE and execute all other papers, make all rightful oaths, testify on behalf of Assignee, furnish such documents, materials, information and/or assistance, and do all other lawful acts necessary to perfect this Assignment and otherwise carry out the intent of this ASSIGNMENT.
3. This Assignment shall be binding upon ASSIGNOR, ASSIGNOR'S successors and assigns, and upon all others acting by, through, with or under Assignor's direction or control, and all those in privity therewith.

