

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM403307

<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>
Snake Oil, LLC		09/01/2016	Limited Liability Company:
<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>Registration Number:</b>	4056282	SNAKE OIL	
<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>	Hasbro, Inc,		
<b>Address Line 1:</b>	1027 Newport Avenue		
<b>Address Line 4:</b>	Pawtucket, RHODE ISLAND 02862		
<b>ATTORNEY DOCKET NUMBER:</b>	TOYS		
<b>NAME OF SUBMITTER:</b>	Paul N. Vanasse		
<b>SIGNATURE:</b>	/Paul N. Vanasse/		
<b>DATE SIGNED:</b>	10/26/2016		
<b>Total Attachments: 2</b>			
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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, effective the 1st day of September, 2016, from SNAKE OIL, LLC., a Minnesota limited liability company having its principal place of business located at 1127 Barclay Street, Saint Paul, MN. (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 SNAKE OIL and the United States Trademark registration number 4,056,282 (the "TRADEMARK"); and

WHEREAS ASSIGNEE and ASSIGNOR have entered into Inventor License Agreement dated April 1, 2016 ("License"); and

WHEREAS, under the terms of the License, 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 assign and transfer unto ASSIGNEE all right, title and interest in and to the TRADEMARK and the 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.

SNAKE OIL, LLC.

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

*Jeff Ocho*

HASBRO, INC.

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

*Barbara Leij*

Title: President

Printed Name: Jeffrey S. Ochs

GP:4610600 v3

Title: EXECUTIVE V.P.

Printed Name: BARBARA ANIYAN