

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM485199

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cranium, Inc.		08/07/2018	Corporation: WASHINGTON
RECEIVING PARTY DATA			
Name:	Hasbro, Inc.		
Street Address:	1027 NEWPORT AVE		
City:	PAWTUCKET		
State/Country:	RHODE ISLAND		
Postal Code:	02861		
Entity Type:	Corporation: RHODE ISLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3490358	GRAB & GO	
CORRESPONDENCE DATA			
Fax Number:	4017276448		
<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:	401-727-5185		
Email:	trademarks@hasbro.com		
Correspondent Name:	SARA BECCIA		
Address Line 1:	1027 NEWPORT AVE		
Address Line 4:	PAWTUCKET, RHODE ISLAND 02861		
ATTORNEY DOCKET NUMBER:	GRAB & GO		
NAME OF SUBMITTER:	Sara Beccia		
SIGNATURE:	/Sara Beccia/		
DATE SIGNED:	08/08/2018		
Total Attachments: 1			
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CH \$40.00 3490358

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT, effective as of the date of execution set forth below, is by and between Cranium, Inc., a Washington corporation, with an address of 1027 Newport Avenue, Pawtucket, Rhode Island 02862, (the "Assignor") and Hasbro, Inc., a Rhode Island corporation with an address of 1027 Newport Ave, Pawtucket, Rhode Island, 02861 (the "Assignee").

WHEREAS, Assignor is the owner of rights, including rights at common law, in and to the trademark GRAB & GO (the "Mark") and is the record owner of U.S. Trademark Registration Number 3490358 for the Mark;

WHEREAS, Assignee is desirous of acquiring, and Assignor is desirous of transferring to Assignee, the entire right, title, interest and goodwill in and to the Mark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and sets over to Assignee, its successors, legal representatives and assigns, the entire right, title and interest of Assignor in and to said Mark, together with the goodwill connected to or associated with the Mark, and all claims, if any, which may have arisen thereunder prior to the date of this instrument.

IN WITNESS WHEREOF, the undersigned has caused this Trademark Assignment to be executed by its duly authorized officer effective as of the date set out below.

CRANIUM, INC.

By: 

David Dubosky

Date: August 7, 2018