

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM587104

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Moon Design Publications LLC		07/15/2020	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Hasbro, Inc.		
Street Address:	1027 Newport Avenue		
City:	Pawtucket		
State/Country:	RHODE ISLAND		
Postal Code:	02861		
Entity Type:	Corporation: RHODE ISLAND		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	5714588	HEROQUEST	
Registration Number:	5556872	HERO TEAM QUEST	
Serial Number:	88546320	HEROQUEST	
CORRESPONDENCE DATA			
Fax Number:	4017275089		
<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:	Hasbro, Inc.		
Address Line 1:	1027 Newport Avenue		
Address Line 4:	Pawtucket, RHODE ISLAND 02861		
ATTORNEY DOCKET NUMBER:	HEROQUEST		
NAME OF SUBMITTER:	Sara Beccia		
SIGNATURE:	/Sara Beccia/		
DATE SIGNED:	07/17/2020		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, effective as of the date of execution, is by and between MOON DESIGN PUBLICATIONS LLC, a limited liability company formed under the laws of the State of Michigan (hereinafter referred to as ASSIGNOR) with an address of 3459 Wooddale Ct., Ann Arbor, Michigan 48104 and 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, 02861, U.S.A. (hereinafter referred to as ASSIGNEE).

WHEREAS, ASSIGNOR and ASSIGNEE are parties to a certain Asset Purchase Agreement dated June [], 2020, whereby ASSIGNOR desires to transfer and ASSIGNEE desires to acquire certain assets as described and defined within such Asset Purchase Agreement, including the trademarks described herein;


WHEREAS, ASSIGNOR is the owner of all right, title and interest in and to the trademarks identified on Schedule A, including all common law rights and all trademark registrations and applications relating to such trademarks, together with the goodwill related thereto (the "TRADEMARKS"); and

WHEREAS, ASSIGNEE desires to acquire, and ASSIGNOR desires to transfer, the entire right, title and interest in and to the TRADEMARKS, 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 are hereby acknowledged, ASSIGNOR does hereby assign, transfer and convey ASSIGNEE all right, title and interest in and to the TRADEMARKS, the trademark registrations and applications for registration therefor, the right to sue and

recover for past infringement of said TRADEMARKS and all of the goodwill associated with said TRADEMARKS, free and clear of any liens or encumbrances of whatever nature. ASSIGNOR hereby agrees and warrants that it shall cooperate with ASSIGNEE and execute such further documents and do such further acts as ASSIGNEE may reasonably request from time to time, in order to perfect this Assignment and cause ASSIGNEE'S ownership of the said TRADEMARKS to be duly recorded against all of the TRADEMARKS worldwide.

MOON DESIGN PUBLICATIONS LLC

DocuSigned by:

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Name: Jeff Richard
Title: Member
Date: 15-Jul-20

Schedule A

Register	Mark	Status	Reg. No.	Serial No.
United States	HEROQUEST	Registered	5714588	88085213
United States	HEROQUEST	Pending	n/a	88546320
United States	HERO TEAM QUEST	Registered	5556872	87552663