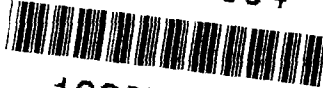


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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):
Darrell M. Merino (10/04/2004) and Peter Kullgren (10/04/2004)

Execution Date(s): in parentheses after inventor name
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: HASBRO, INC.
Internal Address: _____
Street Address: _____

1027 Newport Avenue

City: Pawtucket
State: Rhode Island
Country: United States of America Zip: 02862-1059
Additional name(s) & address(es) attached: Yes No

3. Nature of Conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Other _____

4. Application or patent number(s):
A. Patent Application No.(s)
29/213,305

Additional numbers attached? Yes No

This document is being filed together with a new application.
B. Patent No.(s)

 Yes No

5. Name and address to whom correspondence concerning document should be mailed:
Name: Scott E. Baxendale
MARSHALL, GERSTEIN & BORUN LLP
Internal Address: Atty. Dkt.: 27087/40092
Street Address: 233 S. Wacker Drive, Suite 6300
Sears Tower

City: Chicago
State: IL Zip: 60606-6357
Phone Number: (312) 474-6300
Fax Number: (312) 474-0448
Email Address: _____

6. Total number of applications and patents involved: 2
7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00
 Authorized to be charged by credit card
 Authorized to be charged to deposit account
 Enclosed
 None required (government interest not affecting title)

8. Payment Information
a. Credit Card Last 4 Numbers _____
Expiration Date _____
b. Deposit Account Number _____
Authorized User Name _____

9. Signature:
Scott E. Baxendale Signature 11/2/04 Date
Scott E. Baxendale - 41,605 Name of Person Signing
Total number of pages including cover sheet, attachments, and documents: 3

11/08/2004 DBYRNE 00000001 29213305
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ASSIGNMENT

Serial No: 29/213,305

Filed: September 15, 2004

Title: TOY STICK ELEMENT

For \$10.00 (Ten Dollars), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the undersigned hereby assigns to HASBRO, INC, a Rhode Island corporation, 1027 Newport Avenue, Pawtucket, Rhode Island 02862-1059, (hereinafter "assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States, executed by the undersigned on October 4, 2004, and in said application and any and all other applications, both United States and foreign, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States and foreign countries, which may be obtained on any of said applications, and in any reissue or extension thereof.

The undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

The undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the serial number, the filing date and the execution date of said application when officially known.

The undersigned warrant themselves to be the owners of the interest herein assigned and to have the right to make this assignment and further warrants that there are no outstanding prior assignments, licenses, or other rights in the interest herein assigned.

For said consideration the undersigned hereby agrees, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all divisional, continuation, continuation-in-part and substitute applications for said invention or improvements, and any necessary oath or affidavit relating thereto, and any application for the reissue or extension of any Letters Patent that may be granted upon said application, and any and all applications and other documents for Letters Patent in foreign countries on said invention or improvements, that said assignee, its successors or assigns, may deem necessary or expedient, and for said consideration the undersigned further agrees upon the request of said assignee, its successors or assigns, in the event of any application or Letters Patent assigned herein becoming involved in Interference, to cooperate to the best of the ability of the undersigned with said assignee, its successors or assigns, in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, the undersigned hereby agreeing to perform, upon request, any and all affirmative acts to obtain said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed in said assignee, its successors and assigns, whereby said Letters Patent will be held and enjoyed by said assignee, its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

MARSHALL, GERSTEIN & BORUN LLP, 6300 Sears Tower, 233 South Wacker Drive, Chicago, Illinois 60606-6357

1) Darrell Merino 01 Oct 04
Darrell Merino Date
(M)

2) Peter Kruggen 10/4/04
Peter Kruggen Date