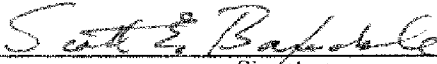



Form PTO-1595 (Rev. 09/04)
OMB No. 0651-0027 (exp. 6/30/2005)

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1. Name of conveying party(ies)/Execution Date(s): Choongseo Lee Execution Date(s): March 25, 2005 Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> 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: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
3. Nature of Conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Government Interest Assignment <input type="checkbox"/> Executive Order 9424, Confirmatory License <input type="checkbox"/> Other	4. Application or patent number(s): <input type="checkbox"/> This document is being filed together with a new application. A. Patent Application No.(s) 11/075,191 B. Patent No.(s) Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> 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.: 27087/40693 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: 1 7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00 <input type="checkbox"/> Authorized to be charged by credit card <input checked="" type="checkbox"/> Authorized to be charged to deposit account <input type="checkbox"/> Enclosed <input type="checkbox"/> None required (government interest not affecting title) 8. Payment Information a. Credit Card Last 4 Numbers Expiration Date b. Deposit Account Number 13-2855 Authorized User Name Scott E. Baxendale
9. Signature:  Signature April 15, 2005 Date Scott E. Baxendale - 41,605 Name of Person Signing Total number of pages including cover sheet, attachments, and documents: 3	

I hereby certify that this correspondence is being facsimile transmitted to the Patent and Trademark Office, facsimile no. (703) 306-5995, on the date shown below.
Dated: April 15, 2005 Signature:  (Scott E. Baxendale)

CH \$40.00 132855 11075191

Sole Inventor

Atty. Docket No.: 27087/40693

ASSIGNMENT

Serial No: 11/075,191
Filed: March 8, 2005
Title: PACKAGE HAVING A ROTATABLE DISPLAY 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 March 25, 2005, 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 execution date and/or filing date and serial number of said application when officially known.

The undersigned warrants himself to be the owner 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.

Sole Inventor

WITNESS my hand this 25th day of March, 2005.

Choongseo Lee
Choongseo Lee

State of Rhode Island)
County of Providence) SS

On this 25th day of March, 2005 before me, a Notary Public in and for the County and State aforesaid, appeared Choongseo Lee, to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.
My Commission Expires on January 14, 2007
My Commission Expires: January 14, 2007 Patricia Butler
Notary Public