

# PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Richard Maddocks	03/11/2004
Jeffrey M. Ford	03/11/2004
RECEIVING PARTY DATA	
Name:	Hasbro, Inc.
Street Address:	1027 Newport Avenue
Internal Address:	P.O. Box 1059
City:	Pawtucket
State/Country:	RHODE ISLAND
Postal Code:	02862-1059
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11380384
CORRESPONDENCE DATA	
Fax Number:	(877)769-7945
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(202) 626-6418
Email:	diberardino@fr.com
Correspondent Name:	Diana DiBerardino
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ATTORNEY DOCKET NUMBER:	06181-915002
NAME OF SUBMITTER:	Sharon M. Washington
Total Attachments: 3	
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**PATENT**  
**REEL: 017545 FRAME: 0933**

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ASSIGNMENT

For valuable consideration, we, RICHARD MADDOCKS of Barrington, RI 02086,  
JEFFREY M. FORD of Warwick, RI 02888, hereby assign to:

Hasbro, Inc., a corporation of Rhode Island having a place of business at:

1027 Newport Avenue  
P.O. Box 1059  
Pawtucket, RI 02862-1059; and

its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by us, entitled ELECTROMECHANICAL TOY, filed September 23, 2003, and assigned U.S. Serial Number 10/667,977, and we authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known; this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

IN WITNESS WHEREOF, I hereto set my hand and seal at Pawtucket,  
this 11<sup>th</sup> day of March, 2004  
[Signature] L.S.  
RICHARD MADDOCKS

State of Rhode Island :

: ss.

County of Providence :

Before me this 11<sup>th</sup> day of March, 2004, personally  
appeared RICHARD MADDOCKS known to me to be the person whose name is subscribed to  
the foregoing Assignment and acknowledged that he executed the same as his free act and deed  
for the purposes therein contained.

[Signature]  
Notary Public

My Commission Expires:

My Commission Expires on  
January 14, 2007

[Notary's Seal Here]

IN WITNESS WHEREOF, I hereto set my hand and seal at Pawtucket,  
this 11<sup>th</sup> day of March, 20 04,  
Jeffrey M. Ford L.S.  
JEFFREY M. FORD

State of Rhode Island :  
: ss.  
County of Providence :

Before me this 11<sup>th</sup> day of March, 20 04, personally  
appeared JEFFREY M. FORD known to me to be the person whose name is subscribed to the  
foregoing Assignment and acknowledged that he executed the same as his free act and deed for  
the purposes therein contained.

Natalie Beale  
Notary Public

My Commission Expires:

**My Commission Expires on  
January 14, 2007**

[Notary's Seal Here]

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