

## PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Brian M Wilks</td><td>03/19/2007</td></tr><tr><td>Chris Hicks</td><td>03/19/2007</td></tr></tbody></table>	Name	Execution Date	Brian M Wilks	03/19/2007	Chris Hicks	03/19/2007	
Name	Execution Date						
Brian M Wilks	03/19/2007						
Chris Hicks	03/19/2007						
RECEIVING PARTY DATA							
Name:	Hasbro, Inc.						
Street Address:	1027 Newport Avenue						
City:	Pawtucket						
State/Country:	RHODE ISLAND						
Postal Code:	02862						
PROPERTY NUMBERS Total: 1							
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>29278152</td></tr></tbody></table>	Property Type	Number	Application Number:	29278152			
Property Type	Number						
Application Number:	29278152						
CORRESPONDENCE DATA							
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
Phone:	8478094285						
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ATTORNEY DOCKET NUMBER:	1-177						
NAME OF SUBMITTER:	Perry Hoffman						
Total Attachments: 2 source=ExecutedAssignment#page1.tif source=ExecutedAssignment#page2.tif							

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PATENT  
REEL: 019040 FRAME: 0589

**ASSIGNMENT**

FOR VALUE RECEIVED, the receipt of which is hereby acknowledged, the following inventor or inventors (hereinafter called "ASSIGNOR")

Brian M. Wilk  
119 Windmill Street  
North Providence, RI 02904

Chris Hicks  
10 North Street  
Grafton, MA 01519

hereby assigns, transfers and sets over to:

Hasbro, Inc.  
1027 Newport Avenue  
Pawtucket, RI 02862

(hereinafter called "ASSIGNEE"), the entire worldwide right, title and interest in and to the invention known as:

DOLL

29/278,152 filed 3-21-2007

for which United States Patent Application, Serial No. (herewith) was filed on \_\_\_\_\_ and all rights and privileges under any Letters Patent which may be granted thereon, including all rights, including all Convention and Treaty rights of all kinds, if any, throughout the entire world to sue for all infringements, including past infringements which may have occurred before the execution of this assignment.

(1) The ASSIGNOR agrees without charge to said ASSIGNEE but at its expense (a) to execute (i) all necessary papers to be used in connection with this application and any additional, continuing, or divisional applications, as the ASSIGNEE may deem necessary or expedient, (ii) all papers in connection with any interference or other legal or quasi-legal proceedings relating to this application or any additional, continuing, or divisional application thereof, (iii) all papers and documents which may be necessary in connection with the preparation and filing of any foreign applications or with making claims to priority rights granted under the provisions of the International Convention for Protection of Industrial Property or similar agreements; (b) to cooperate with ASSIGNEE in every way possible in obtaining evidence and going forward in any such proceedings; and (c) to perform all other affirmative acts which may be necessary or desirable to obtain a grant of a valid patent for said invention in any country throughout the world.

(2) ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States, and the appropriate officials in any other country, to issue any and all Letters Patent that may be granted upon any patent application or any additional, continuing or divisional applications thereof to the ASSIGNEE, its successors and assigns.

(3) ASSIGNOR hereby covenants and warrants that he has full right to convey the entire right, title and interest by this instrument, free of any encumbrances and that no other agreement has been or will be executed in conflict herewith.

(4) ASSIGNOR hereby grants to the law firm of PERRY HOFFMAN & ASSOCIATES, P.C. of Deerfield, Illinois, authority and power to insert on this instrument any further identification which may be necessary or desirable for purposes of recordation in the United States Patent and Trademark Office or a Patent Office of any foreign country.

Date 3-19-2007 Signature of Inventor \_\_\_\_\_

Brian M. Wilk

State of Rhode Island )  
County of Providence )

ss.

**ACKNOWLEDGMENT**

I, Natalie Butler, do hereby certify that the above-identified ASSIGNOR, personally known to me to be the same person or persons who signed the foregoing instrument, appeared before me this day in person, and acknowledged that the said instrument was signed and delivered as the free and voluntary act of the ASSIGNOR, for the uses and purposes therein set forth.

Given under my hand and seal, this 19<sup>th</sup> day of March, 2007.

[seal]

Natalie Butler  
Notary Public

exp. 1/14/2011

**PATENT**

**REEL: 019040 FRAME: 0590**

Date 3-19-2007

Signature of Inventor

Chris Hicks

State of RI

)

ACKNOWLEDGMENT

ss.

County of Providence

)

I, Natalie Butler, do hereby certify that the above-identified ASSIGNOR, personally known to me to be the same person or persons who signed the foregoing instrument, appeared before me this day in person, and acknowledged that the said instrument was signed and delivered as the free and voluntary act of the ASSIGNOR, for the uses and purposes therein set forth.

Given under my hand and seal, this 19<sup>th</sup> day of March, 2007.

[see]

Natalie Butler  
Notary Public

exp. 1/14/2011

PATENT

RECORDED: 03/21/2007

REEL: 019040 FRAME: 0591