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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)

Creator Limited c/o Avi Nahliel
57 Ha'Zamlr Street
P.O.B. 84190
Mevaseret Tsion 90805

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) Jan 29 2008

- Assignment Merger
 Security Agreement Change of Name
 Joint Research Agreement
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Other _____

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 Zip: 02862

Additional name(s) & address(es) attached? Yes No

4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)

B. Patent No.(s)

See Schedule A (attached).

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Hasbro, Inc.

Internal Address: Kurt Benson, Esq.

Street Address: 1027 Newport Avenue

City: Pawtucket

State: Rhode Island Zip: 02862

Phone Number: 401-727-5793

Fax Number: 401-727-5089

Email Address: _____

6. Total number of applications and patents involved: 13

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 520.00

- 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 08-1252

Authorized User Name Kurt R. Benson, Esq.

9. Signature:


Signature

3/20/08
Date

Kurt R. Benson, Esq. (Reg. No. 29,891)
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

CH \$520.00 081252 5746602

Schedule A

Patent No.	Serial No.	Issue Date	Title
5,746,602	08/606757	5-May-1998	PC PERIPHERAL INTERACTIVE DOLL
5,752,880	08/561316	19-May-1998	INTERACTIVE DOLL
6,022,273	08/975348	8-Feb-2000	INTERACTIVE DOLL
6,160,986	09/081255	12-Dec-2000	INTERACTIVE TOY
6,206,745	09/062579	27-Mar-2001	PROGRAMMABLE ASSEMBLY TOY
6,290,566	09/062499	18-Sep-2001	INTERACTIVE TALKING TOY
6,319,010	09/207440	20-Nov-2001	PC PERIPHERAL INTERACTIVE DOLL
6,352,478	09/062500	5-Mar-2002	TECHNIQUES AND APPARATUS FOR ENTERTAINMENT SITES, AMUSEMENT PARKS AND OTHER INFORMATION AND/OR ENTERTAINMENT DISPENSING SITES
6,356,867	09/225136	12-Mar-2002	SCRIPT DEVELOPMENT SYSTEMS AND METHODS USEFUL THEREFOR
6,368,177	09/389710	9-Apr-2002	METHOD FOR USING A TOY TO CONDUCT SALES OVER A NETWORK
6,773,322	09/761816	10-Aug-2004	PROGRAMMABLE ASSEMBLY TOY
6,773,344	09/628664	10-Aug-2004	METHOD AND APPARATUS FOR INTERGRATION OF INTERACTIVE TOYS WITH INTERACTIVE TELEVISION AND CELLULAR COMMUNICATION SYSTEMS
6,959,166	09/602892	25-Oct-2005	INTERACTIVE TOY

PATENT ASSIGNMENT

WHEREAS, CREATOR LIMITED (hereinafter "CREATOR"), a private company incorporated under the laws of the State of Israel and located at: c/o Avi Nahlieli 57 Ha'Zamir Street, P.O.B. 84190, Mevaseret Tsion 90805, is the owner of the undivided right, title and interest in and to the United States Patents listed in Schedule A, and

WHEREAS, HASBRO, INC. of 1027 Newport Avenue, Pawtucket, RI 02862 (hereinafter "HASBRO"), is desirous of acquiring CREATOR'S undivided interest in the Patents listed in Schedule A;

NOW, THEREFORE, in consideration of the payment by HASBRO to CREATOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration, CREATOR hereby sells, assigns and transfers to HASBRO its entire right, title and interest in and to the Patents as identified above, and all reissues and reexaminations thereof, the same to be held and enjoyed by HASBRO for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and as entirely as the same would have been held and enjoyed by CREATOR if this Assignment had not been made. CREATOR also hereby agrees to execute any and all further documents and perform any other acts reasonably necessary to record and vest ownership of CREATOR'S interest in the name of HASBRO.

IN WITNESS WHEREOF, CREATOR LIMITED has caused this assignment to be executed by its duly authorized representative on this 29 day of January, 2008.

CREATOR LIMITED



Avi Nahlieli
Chief Executive Officer
(acting for CREATOR LIMITED)