

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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>Toby Hextall</td><td>10/14/2008</td></tr><tr><td>Katharine Chapman</td><td>10/14/2008</td></tr></tbody></table>		Name	Execution Date	Toby Hextall	10/14/2008	Katharine Chapman	10/14/2008				
Name	Execution Date										
Toby Hextall	10/14/2008										
Katharine Chapman	10/14/2008										
RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>Hasbro, Inc.</td></tr><tr><td>Street Address:</td><td>1027 Newport Avenue</td></tr><tr><td>City:</td><td>Pawtucket</td></tr><tr><td>State/Country:</td><td>RHODE ISLAND</td></tr><tr><td>Postal Code:</td><td>02862</td></tr></table>		Name:	Hasbro, Inc.	Street Address:	1027 Newport Avenue	City:	Pawtucket	State/Country:	RHODE ISLAND	Postal Code:	02862
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>12254694</td></tr></tbody></table>		Property Type	Number	Application Number:	12254694						
Property Type	Number										
Application Number:	12254694										
CORRESPONDENCE DATA											
Fax Number: (847)607-0580 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone: 847-809-4285											
Email: perry@wedoip.com											
Correspondent Name: PERRY HOFFMAN & ASSOCIATES P.C.											
Address Line 1: PO BOX 1649											
Address Line 4: DEERFIELD, ILLINOIS 60015											
ATTORNEY DOCKET NUMBER:	1-260										
NAME OF SUBMITTER:	Perry Hoffman										
Total Attachments: 1 source=exAssignConnect4x4_UTIL260#page1.tif											

OP \$40.00 12254694

500680874

PATENT
REEL: 021710 FRAME: 0690

PERRY HOFFMAN & ASSOCIATES, P.C.
P.O. Box 1649
Deerfield, Illinois 60015

ASSIGNMENT

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

Toby Hextall
91 Edith Road
London W14 0TJ, ENGLAND

Katharine Chapman
159 New Road
Ascot
Berkshire SL5 8QA, ENGLAND

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:

STRATEGIC PATTERN BUILDING BOARD GAME

12/254,694
for which United States Patent Application, Serial No. (herewith) was filed on October 20, 2008 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 14/10/08 Signature of Inventor Toby HEXTALL
Toby HEXTALL

Date 14/10/08 Signature of Inventor Katharine CHAPMAN
Katharine CHAPMAN