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PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Peter Kellond	10/27/2008
Katharine Chapman	10/27/2008

RECEIVING PARTY DATA

Name:	Hasbro, Inc.
Street Address:	1027 Newport Avenue
City:	Pawtucket
State/Country:	RHODE ISLAND
Postal Code:	02862

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12332898

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NAME OF SUBMITTER: Perry Hoffman

Total Attachments: 1

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PATENT REEL: 022298 FRAME: 0407

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")

Peter Kellond 93 Manor Lane Katharine Chapman 159 New Road

TW16 6JE

Ascot

Sunbury, Surrey, ENGLAND

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:

GAME APPARATUS AND METHOD OF MANUFACTURING SAME

for which United States Patent Application, Serial No. (herewith) was filed on <u>Peccenter 11, 2008</u> 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 27-10-08

Signature of Inventor

Peter KEL

Date 27/10/08

RECORDED: 02/23/2009

Signature of Inventor

Katharipe CHAPMAN

PATENT

REEL: 022298 FRAME: 0408