

# PATENT ASSIGNMENT

Electronic Version v1.1

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Cranium, Inc.	01/29/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Hasbro, Inc.
<b>Street Address:</b>	1027 Newport Avenue
<b>City:</b>	Pawtucket
<b>State/Country:</b>	RHODE ISLAND
<b>Postal Code:</b>	02862
<b>PROPERTY NUMBERS Total: 2</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	11868395
<b>Patent Number:</b>	7364487
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(847)607-0580
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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<b>Address Line 4:</b>	DEERFIELD, ILLINOIS 60015
<b>ATTORNEY DOCKET NUMBER:</b>	1-326
<b>NAME OF SUBMITTER:</b>	Perry Hoffman
<b>Total Attachments: 1</b> source=CraniumAssignment-BN0001#page1.tif	

OP \$80.00 11868395

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**PATENT**  
**REEL: 023870 FRAME: 0370**

**ASSIGNMENT**

For valuable and sufficient consideration from Hasbro, Inc. (hereinafter referred to as "Assignee"), a Delaware corporation having its principal place of business at 1027 Newport Avenue, Pawtucket, Rhode Island 02862, receipt of such consideration being hereby acknowledged on authority of, and as legal representative, I/ we,

Barry Nagler

for Cranium, Inc.

hereby sell, assign and convey unto Assignee, its successors and assigns, the entire right, title and interest:

(1) in and to the inventions of United States Patent No. 7,364,487 issued April 29, 2008, Provisional United States Patent Application Serial No. 60/619,260 filed on October 15, 2004, and the Non-Provisional United States Patent Application No. 11/868,395 filed on October 5, 2007 and published as United States Patent Application No. 2009/0093182 A1 on April 9, 2009, each entitled "STRUCTURE BUILDING TOY".

(2) in and to any PCT Patent Application, United States Patent Application and/or United States Provisional Application(s) and in and to all other patent applications now or hereafter filed in the United States and countries foreign to the United States (including divisional, continuation, reexamination, and reissue applications, and legal equivalents thereof) based upon said inventions, and in and to the patent or patents granted thereon or issued therefrom, including reissues or the like thereof, if any, to the full end of the term or terms for which said patent or patents may be granted or issued.

I/we agree that any patent applications of any countries foreign to the United States which may be filed under any applicable international treaties and/or conventions based upon said invention(s) shall be filed in the name of Assignee with the right to claim priority to any earlier filed applications based upon said invention(s).

I/we hereby further agree that I/we shall, upon demand of Assignee, its successors or assigns, and without further consideration to me/us, execute any and all papers that may be necessary, or deemed by Assignee, its successors or assigns, to be necessary, to be a complete fulfillment of the intent and purposes of this Assignment, it being understood that any expense incident to the execution of such papers shall be paid by Assignee, its successors and assigns, and not by me/us.

I/we hereby further agree and authorize the Commissioner of Patents and Trademarks of the United States and all other appropriate government officials for applicable countries foreign to the United States to issue any and all above-identified patents to Assignee.

  
Name

1/29/2010  
Date

Senior Vice President, General Counsel and Secretary

Title

**PATENT**

**RECORDED: 01/29/2010**

**REEL: 023870 FRAME: 0371**