

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Craig Steven VAN NESS	01/24/2011
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:	12881289
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ATTORNEY DOCKET NUMBER:	1-356
NAME OF SUBMITTER:	Perry Hoffman
Total Attachments: 1 source=exdConnect4FlipUtilAssignment1-356#page1.tif	

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PATENT
REEL: 025686 FRAME: 0991

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")

Craig Steven Van Ness
One Porter Drive
Wilbraham, MA 01095

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:

PATTERN BUILDING GAME ASSEMBLY WITH LAUNCHING APPARATUS AND METHODS

for which United States Patent Application, Serial No. 12/681,289 was filed on September 14, 2010 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 1/24/2011 Signature of Inventor Craig Steven Van Ness
Craig Steven VAN NESS

County of Hampden)
State of Mass)
County of Hampden)
ss.

ACKNOWLEDGMENT

Francine A. Belden, 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 24 day of January, 2010.

[seal]

FRANCINE A. BELDEN, Notary Public
Commonwealth of Massachusetts
My Commission Expires March 10, 2011