



August 5, 2010

MS RUSTY LUCAS
PO BOX 422
SANDUSKY, OH 44871

RE: Rusty-in-the-Box.

Dear MS LUCAS,

Thank you for contacting Hasbro, Inc. regarding a new product idea. We appreciate your interest in our company.

As you can imagine, we receive many contacts and inquiries such as yours, and while we appreciate hearing from our friends and consumers, we must advise you that we do not accept unsolicited submissions for review. We depend on our employees, other organizations and professional inventors with whom we deal on a regular basis for such ideas. Also, the toy and game industry has had the unfortunate experience of lawsuits being filed by individuals who allege misappropriation of their ideas as the result of a company's consideration of even the most general, obvious, or derivative concepts, and we simply cannot assume such risks. Therefore, we cannot consider your submission.

A very good way for you to get an inside look at our business would be to read *The Toy and Game Inventor's Handbook* by Levy and Weingartner. This book contains invaluable information about how to proceed professionally and with a greater chance of success.

Another option is to attend the annual Toy and Game Inventor Conference, held each November in Chicago. Hasbro is a sponsor and participant and this can be a venue for exposing your concept to us or other companies. Visit www.TAGIE.net for information.

You may wish to seek entry to a company that has a submission policy different from ours, or else you may wish to contact the game industry's trade association, the Toy Industry Association, or a toy and game broker. Such a broker introduces and helps sell the concepts/prototypes or other inventions to the broker's personal contacts at various toy and game manufacturers. While we cannot make a specific recommendation, and do not endorse any particular broker on the list, attached is a list of names and addresses of brokers who have given their permission to release their names. It is important that you understand that these brokers run their businesses in different ways. Many charge a nominal fee for reviewing each concept. All will take a percentage of any royalties if they are successful at placing your concept at a manufacturer.

The Toy Industry Association is located at 1115 Broadway, Suite 400, New York, NY 10010-2803. Their telephone number is (212) 675-1141, option 6. They may be able to refer you to brokers who are members of the TIA.

In accordance with our policy, if you sent any additional disclosure materials to us, we are returning this material, which we have neither copied nor reviewed. Please be advised that any other copies of your letter were discarded unopened. We wish you well with your efforts.

Warm Regards,
Hasbro Consumer Affairs Department

08/05/10 41/1 A 5554
MXA/mxa AU100103

enc: Misc. Material