

RUSTY LUCAS  
P.O. Box 422  
SANDUSKY, OHIO 44871-0422

August 18, 2010

Hasbro, Inc.  
1027 Newport Avenue  
Pawtucket, Rhode Island 02861  
ATTN: Hasbro Consumer Affairs Department; MXA

Dear MXA:

I note from your reply to my earlier letter to you that you thought I was a girl. I would like to assure you that I am most definitely a man. Although I never thought of Rusty (short for Russell) as being female, I suppose in some circles it could be used as a girl's name. Still it's not like I am named Terry, or Pat, or Sam, or Harold -- all of which could easily be mistaken for male or female names.

I don't generally take offense at being called "Ms. Lucas" unless it is over the telephone. That sometimes really bothers me. But since my masculine voice doesn't come through in my written words, I will just let this honest mistake go by without getting upset.

However, I do have to take issue with one aspect of your August 5th reply letter to me. In rejecting my toy idea, you indicated that "*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*".

What I would like to know is why then did you fail to include the two long triangular slices that were cut or shaved off from the bottom crease fold in my original two page letter? In case you are saying to yourself, "What the h[ell]" (I don't like to use profanity in my writing) is he talking about?!" I am including a scan of my original letter which you returned to me - *in the exact condition it was in when I received it back from you*. Please examine it closely and you will see that a small portion on both pages of my idea letter is missing.

Obviously, someone from Hasbro still has two snippets of my toy idea letter in their possession. In keeping with your above stated company policy, I would like those returned to me please.

And if you didn't *review* my material, how did you know I was proposing a Rusty-in-the-Box toy idea which was never mentioned by name until the very last bottom paragraph on the first page of my letter? In the words of the late, great Ricky Ricardo: "Lucy, you've got some splainin' to do!"

Sincerely,

  
Rusty Lucas

p.s. I suppose since we do not have a deal on my Rusty-in-the-Box toy idea, that I am probably out of luck in getting a free Hasbro baseball cap?

RUSTY LUCAS  
P.O. Box 422  
SANDUSKY, OHIO 44871-0422

July 29, 2010

Hasbro, Inc.  
1027 Newport Avenue  
Pawtucket, Rhode Island 02862  
ATTN: New Toy Ideas Department

Dear Hasbro:

I always wondered where it is that your name came from. It is very unique.

I have a friend who was recently hired by your company. I don't know exactly what it is that she does for you, but whatever it is I can assure you that she is doing it quite well. I would tell you her name, but I do not want to embarrass her with praise so early into her long career with Hasbro. She lives right there in Rhode Island! I will just leave it at that.

I've been toying around with an idea in my head for a new educational toy for children. I think it could be a strong seller, but I haven't discussed it with anyone to this point. Just a couple weeks ago I was watching re-runs of the TV show *Greatest American Hero* and I saw the episode where Ralph broke into the main offices of a toy company and pulled a new game idea previously submitted by his friend from the inactive old submissions closet. He put it on the desk in the office of one of the game developers. He included a note written on the company president's personalized notepad that said, "Take a look at this game!" And later that week his friend got a call from the toy company that they were going to purchase and develop his game idea.

I'm not going to that extreme, but it inspired me to try to make my idea a reality. Now I could have shopped this idea to Mattel, or MGA Entertainment, or even Discovery Toys, ~~but I decided since I have a friend working for Hasbro that I should pitch the idea to your~~ fine organization. I wouldn't want to be in competition with my friend or do anything that would take money away from the company that helps to feed her children (one of whom is my godchild).

My idea is a fresh take on the Jack-in-the-Box toy design. It works on the very same concept and general design, so if there are any patents on the toy design itself I'll leave that part up to you to sort out.

But instead of the standard "Jack the Jester" inside the box, a new character loosely based on myself is spring loaded inside the box ready to pounce out. Not by coincidence, the new toy is called "Rusty-in-the-Box". A likeness of me is inside with dark orange colored hair. I have big clown hands also mounted on springs, but one hand has a giant rusty colored spike piercing into the palm of my hand. (Now I am all about safety, so the

spike itself is not made out of metal, but instead will be hard plastic painted to LOOK like it was metal. It also has a very prominent rust pattern as well).

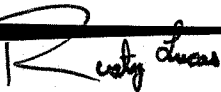
The box will most likely be made out of tin or steel or whatever is customary in toy fabrication these days. It MUST be made out of rust proof material, but it will also be painted up to depict a rusty scene. Maybe we can add images of rusty nails or jagged tin can edges and maybe some bottle caps or other sharp and rusted metal items that young children could conceivably come upon while playing in an abandoned building or city lot.

In addition to my orange hair, my face is painted up like a clown, but with a tear drop coming out of one eye and my eyebrows furrowed with a look of pain on my face. I will have a separate working jaw, kind of like a ventriloquist dummy. My jaw will work in a delayed spring loaded mechanism that makes my jaw drop open about two or three seconds after I pop out of the box. The jaw mechanism would then lock open unable to be closed. It would only be released back to a closed position only after the children press a release button or device attached to or built into the back of the box in the shape and image of a syringe.

I think this would be a highly educational toy to show children what can happen if you play with sharp or rusty metal objects. You could end up with lock-jaw and need to get a tetanus shot. It is the perfect toy to give parents the opportunity to impress upon their children that tetanus is not something to be toyed with and that kids should never play with or around rusty nails or razor blades or any other metal products.

If your development team has any other ideas for this project, I am certainly willing to listen to those, but these general basic design ideas are non-negotiable. Please let me know how much you would pay for the "Rusty-in-the-Box" idea and whether that would be in cash or by check. I am also interested in an ongoing royalty fee for each unit sold. I would be willing to dress up and do individual toy store visits for a "Rusty-in-the-Box" promotion. I will rely on your public relations department to arrange those details.

Sincerely,

A handwritten signature in black ink that reads "Rusty Lucas". The signature is written in a cursive style with a large, stylized "R" at the beginning.

Rusty Lucas

p.s. I wonder if your company has any free Hasbro baseball caps available to people with potential toy/game ideas. I would ask my friend if she could get me one, but I wouldn't want her to get fired if she gave one away for free. Since you guys are at the top of the corporate ladder, maybe you can send me a free Hasbro baseball cap without any job security concerns. Please send me a free Hasbro baseball cap.