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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91166487
Party	Defendant Creative Action, LLC
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Application Serial No. 78/359,895
Filed: January 30, 2004
For the Mark: MEMORY MAGIC in International Class 28
Published in the Official Gazette: May 10, 2005 at TM 30

HASBRO, INC. Opposer, v. CREATIVE ACTION LLC, Applicant	Opposition No. 91166487

CREATIVE ACTION LLC'S MOTION FOR SUMMARY JUDGMENT ON ITS COUNTERCLAIMS

Pursuant to 37 C.F.R. § 2.127(a) and Rule 56(a) of the Federal Rules of Civil Procedure, Applicant Creative Action LLC ("Creative Action") hereby moves the Board for entry of summary judgment against Opposer Hasbro, Inc. ("Hasbro") on the counterclaims asserted by Creative Action. The reasons that support the granting of this motion are set forth below.

BRIEF IN SUPPORT OF CREATIVE ACTION'S MOTION FOR SUMMARY JUDGMENT

I. INTRODUCTION

Hasbro filed a Notice of Opposition on August 29, 2005 in which it opposed the registration of Creative Action's mark MEMORY MAGIC for a "therapeutic game in the nature of a trivia game and a bingo game for engaging persons with memory loss consisting of game cards that contain answers to questions and calling cards that contain questions and information related thereto." in International Class 28. In

response, Creative Action asserted affirmative defenses and counterclaimed to cancel two Hasbro registrations relied on in the Notice of Opposition.[1] Creative Action alleged that the word "memory" is the common or class name for matching or recall card games and therefore Hasbro's registrations for the word "memory" for such goods should be cancelled as generic pursuant to 15 U.S.C. § 1064(3).[2]

Following motion practice concerning the identification of goods in Creative Action's application, Hasbro filed an Amended Notice of Opposition ("Amended Notice")[3] in which it asserted the two registrations relied on in the originally filed Notice of Opposition and further alleged that Creative Action's goods are not those described in its application, but rather a "therapeutic activity kit intended for use by and direct sale to nursing homes and other elderly care facilities to promote the use of cognitive abilities by elderly persons with memory loss, comprised of cards that contain questions and related prompts for discussion, cards that contain an array of potential answers to the questions, and boards used by participants."

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[1] Reg. No. 2,894,970 for MEMORY for "card matching games," and Reg. No. 834,282 for MEMORY in stylized format for "equipment comprising cards with many matching pairs of designs for playing a matching card game," both in International Class 28.

[2] "A petition to cancel a registration of a mark, stating the grounds relied upon, may, upon payment of the prescribed fee, be filed as follows by any person who believes that he is or will be damaged . . . by the registration of a mark on the principal register established by this Act . . .:

* * *

(3) At any time if the registered mark becomes the generic name for the goods or services, or a portion thereof, for which it is registered, or is functional . . .. * * * The primary significance of the registered mark to the relevant public rather than purchaser motivation shall be the test for determining whether the registered mark has become the generic name of goods or services on or in connection with which it has been used."

II. STANDARD OF REVIEW

Summary judgment is an appropriate method of disposing of cases in which there are no genuine issues of material fact in dispute, thus leaving the case to be resolved as a matter of law. See Fed. R. Civ. P. 56(c). A party moving for summary judgment has the burden of demonstrating the absence of any genuine issue of material fact, and that it is entitled to summary judgment as a matter of law. *Celotex Corp. v. Catrett*, 477 U.S. 317, 106 S. Ct. 2548, 91 L. Ed. 2d 265 (1986). In order to prevail on its motion, Creative Action must show the absence of genuine issues of material fact as to its standing to bring this action and as to its claim that "memory" is or has become the generic name for (1) card matching games or a portion thereof, or (2) equipment comprising cards with many matching pairs of designs for playing a matching card game or a portion thereof. 15 U.S.C. § 1064(3).

A mark is a generic name if it refers to the class, genus or category of goods and/or services on or in connection with which it is used. See *In re Dial-A-Mattress Operating Corp.*, 240 F.3d 1341 (Fed. Cir. 2001). The test for determining whether a mark is generic involves a two-step inquiry. First, what is the genus (category or class) of goods or services at issue? Second, is the term sought to be registered (or already registered) understood by the relevant public primarily to refer to that genus (category or class) of goods or services? *Marvin Ginn Corp. v. Int'l Assoc. of Fire Chiefs, Inc.*, 782 F.2d 987, 989-90 (Fed. Cir. 1986).

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[3] The effective filing date of the Amended Notice is May 13, 2010, the date of the TTAB's decision on Hasbro's motion to amend. Creative Action has been granted until June 12, 2010 to answer the Amended Notice.

In 1988 the Lanham Act was amended to replace the designation "common descriptive" in § 14(c) and § 15(4) (15 U.S.C.A. § 1064(3) and § 1065(4)) with the designation "generic", in order "to reflect current usage of the term by the courts and in general language." S. Rep. No. 515, 100th Cong., 2d Sess. 34, reprinted in 1988 U.S.C.C.A.N. 5577, 5597. See *Park 'n Fly, Inc. v. Dollar Park and Fly, Inc.*, 469 U.S. 189, 193-94, 83 L. Ed. 2d 582, 105 S. Ct. 658 (1985) ("Marks that constitute a common descriptive name are referred to as generic"). In view of the amendment of §§14 and 15, a distinction between "generic" names and "apt or common descriptive" names no longer is made. See also *In re K-T Zoe Furniture Inc.*, 16 F.3d 390, 392-93 (Fed. Cir. 1994).

With regard to the second part of the inquiry, evidence of the relevant public's understanding of a term may be obtained from any competent source including consumer surveys, dictionary definitions, newspapers and other publications. *In re Northland Aluminum Products, Inc.*, 777 F.2d 1556 (Fed. Cir. 1985). Websites of an applicant and of third parties are also proper sources of evidence as to the meaning of a mark and the manner in which it is used in relation to the goods/services. *In re Reed Elsevier Properties Inc.*, 482 F.3d 1376 (Fed. Cir. 2007).

III. CREATIVE ACTION'S STANDING TO BRING THIS MOTION

Creative Action's counterclaims involve the two registrations relied on by Hasbro in its Amended Notice. Amended Notice, ¶ 3.[4] Hasbro alleges that the identification of goods in Creative Action's application should be restricted under 15 U.S.C. § 1068 to

[4] Hasbro incorrectly states that the '970 registration was registered on January 1, 1966 (the correct date is October 19, 2004) and that the goods are "card games" (the registration states that the goods are "card matching games").

properly reflect the actual goods sold or intended to be sold by Creative Action and the particular channels of trade and class of consumer for such goods. *Id.*, ¶ 10. Hasbro's proposed identification of goods is stated to be "therapeutic activity kit intended for use by and direct sale to nursing homes . . .." *Id.* Hasbro further alleges that the requested restriction and modification would avoid any likelihood of harm to Creative Action by avoiding any likelihood of confusion with Hasbro's MEMORY mark. *Id.*, ¶ 12. Yet additionally, Hasbro alleges that Creative Action's application is void and should be refused registration because Creative Action allegedly lacked the requisite bona fide intent to use the mark in commerce on or in connection with the goods listed in the application as of the filing date of the application. *Id.*, ¶ 14, 15.

If Hasbro is granted the relief sought in the Amended Notice, Creative Action will be damaged by virtue of the rejection and/or modification of its application based on the Hasbro registrations in issue. Such rejection and/or modification is sufficient to create standing in Creative Action to seek the cancellation of the Hasbro registrations pursuant to 15 U.S.C. § 1064. Creative Action has a "real interest in the proceeding" even if its allegation of damage ultimately is refuted. See *Yoder Bros., Inc. v. California-Florida Plant Corp.*, 193 U.S.P.Q. 264 (5th Cir. 1976); *Federated Foods, Inc. v. Fort Howard Paper Co.,* 192 U.S.P.Q. 24, (CCPA 1976).

Regardless of whether or not the Amended Notice were to be dismissed for lack of likelihood of confusion between the parties' respective marks and goods, Creative Action's standing to cancel the pleaded registrations is inherent in its position as defendant in the original opposition proceeding. *Ohio State Univ. v. Ohio Univ.*, 51 U.S.P.Q.2d 1289, 1293 (TTAB 1999); *Ceccato v. Manifattura Lane Gaetano Marzotto &*

Figli S.p.A., 32 U.S.P.Q.2d 1192, 1195 n.7 (TTAB 1994); *Syntex (U.S.A.) Inc. v. E. R. Squibb & Sons Inc.*, 14 U.S.P.Q.2d 1879, 1881 (TTAB 1990); *Bankamerica Corp. v. Invest America*, 5 USPQ2d 1076, 1078 (TTAB 1987); *General Mills, Inc. v. Nature's Way Products*, 202 U.S.P.Q. 840, 841 (TTAB 1979)(counterclaimant's position as defendant in the opposition gives it a personal stake in the controversy); and TBMP § 309.03(b) (2d ed. 2004).

Based on the foregoing, there is no genuine issue of material fact in dispute concerning Creative Action's standing to pursue the counterclaims asserted herein.

IV. HASBRO HAS ADMITTED THAT THE WORD "MEMORY" IS GENERIC FOR A CARD MATCHING GAME

Creative Action served its first requests for admission to Hasbro on December 3, 2009 ("Requests"). Service was made electronically and by first class mail. A true and correct copy of the Requests is attached hereto as Exhibit 1.

The Requests (Exhibit 1) refer to Exhibits A-N, which were attached to the service copy of the Requests. Attached hereto are Exhibits 1-A through 1-N, which correspond with Exhibits A through N that were attached to the service copy of the Requests. Attached hereto as Exhibit 2 is the Declaration of Wayne D. Porter, Jr., Creative Action's attorney, that attests to the foregoing facts.

The Requests specified a 30-day response. Although the instant proceedings were suspended on January 4, 2010, they resumed on May 13, 2010 by Board order. Even allowing for an enlarged response time because service was made by first class mail, the date for service of a response to the Requests was May 17, 2010. Pursuant to Civil Rule 36(a)(3), the Requests have been admitted since Hasbro did not timely "serve

on the requesting party a written answer or objection addressed to the matter and signed by the party or its attorney."[5]

Hasbro has admitted that the term "memory" is the common descriptive name for a card-matching game. See Request No. 33. Hasbro therefore has admitted that the term "memory" is a common descriptive name, i.e., generic, for a card-matching game. See *Park 'n Fly, supra*, 469 U.S. at 193-94. Because the term "memory" has been admitted to be generic for a card-matching game, there are no genuine issues of material fact remaining on that issue.

Registration No. 2,894,970 is for MEMORY for "card matching games," and Registration No. 834,282 is for MEMORY in stylized format for "equipment comprising cards with many matching pairs of designs for playing a matching card game." Therefore, both registrations are for a word ("memory") that is generic when used in conjunction with card-matching games. Creative Action is entitled to summary judgment on its counterclaims.

V. OTHER EVIDENCE ESTABLISHES THAT THERE IS NO GENUINE ISSUE AS TO ANY MATERIAL FACT CONCERNING WHETHER THE WORD "MEMORY" IS GENERIC FOR CARD-MATCHING GAMES

In addition to Hasbro's admission in Request No. 33, other evidence exists that establishes that there is no genuine issue as to any material fact concerning whether the word "memory" is generic for card-matching games.

[5] It will be difficult for Hasbro to argue that it did not receive the Requests since they were served both by first class mail and e-mail. It also will be difficult for Hasbro to argue that it did not have enough time to respond to the Requests since the suspension of the proceedings from January 4, 2010 through May 13, 2010 gave Hasbro more than five months to formulate responses to the Requests.

A. The Genus of Goods at Issue is Card-Matching Games

The first step in a genericness analysis is to determine the genus (category or class) of goods or services at issue. *Marvin Ginn Corp.*, 782 F.2d at 989-90.

The '970 registration is for "card matching games," while the '282 registration is for "equipment comprising cards with many matching pairs of designs for playing a *matching card game*."[6] (emphasis added).

Attached hereto as Exhibit 3 is a copy of Creative Action's document production request no. 9 that was served on Hasbro on March 10, 2006. In response, on July 24, 2006 Hasbro produced Milton-Bradley product catalogs for 1980-97 (Milton-Bradley was Hasbro's predecessor, see Ex. 1-A at p. 2)(Ex. 4) and Hasbro product catalogs for 1999-2005 (Ex. 5). Exhibit 4 refers to MEMORY as "the classic card matching game of visual recall." (page HM00032). Exhibit 5 refers to Memory Game Dora the Explorer Edition as "the classic memory game . . . make the most matching pairs, and you win the game!" (page HM00111). Attached hereto as Exhibit 6 are representative pages from Hasbro's current website that show The Disney Edition Memory Game with instructions that show the game has an object "[t]o find the most pairs of matching Disney Character cards.[7]

Based on Hasbro's registrations and commercial usage, there is no genuine issue of material fact in dispute that the genus of goods is card-matching games.

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[6] The phrases "card matching games," "matching card game," and "card-matching games" are synonymous.

[7] These instructions can be found on the internet at www.hasbro.com/common/instruct/Memory_-_Disney_Edition.pdf.

B. The Word "Memory" is Understood by the Relevant Public Primarily to Refer to Card-Matching Games

On May 26, 2006, Hasbro sued MGA Entertainment, Inc. in federal district court in Rhode Island for trademark infringement concerning MGA's use of the mark "3-D MEMORY MATCH-UP" on its version of a matching game involving three-dimensional "Spider-Man & Friends" characters. See attached docket report, Exhibit 7, docket entry 1. In response to Hasbro's motion for a preliminary injunction, MGA asserted various defenses, including the allegation that the mark MEMORY had become the generic description for a matching card game. The parties conducted extensive discovery and motion practice throughout the remainder of 2006 and participated in an evidentiary hearing in late 2006 that lasted seven days. *Id.*

On July 31, 2007, Judge Smith denied Hasbro's motion for a preliminary injunction. *Hasbro, Inc. v. MGA Entertainment, Inc.,* 497 F.Supp.2d 337 (D.R.I. 2007). In his Memorandum and Decision, a copy of which is appended hereto as Exhibit 1-A,[8] Judge Smith stated as follows:

> "MGA submitted compelling evidence that the term "Memory" has been used to describe a generic card game since before Hasbro obtained its first trademark in 1967."

Id., at 13.

> "In sum, at this juncture, MGA has carried its burden of proving by a preponderance of the evidence that the term "Memory" is and has been a generic term not entitled to trademark protection."

Id., at 19.

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[8] Hasbro has admitted that the evidence relied on by Judge Smith in Ex. 1-A is genuine. Ex. 1, Request No. 2. Hasbro also has admitted that Exhibits 1-A through 1-N are true and correct copies of what they purport to be. Ex. 1, Requests No. 1, 3-14 and 24.

After the ruling on the preliminary injunction motion, the parties eventually settled the suit in September, 2008. On September 30, 2008, Hasbro filed an agreed motion to seal certain docket entries. See Ex. 7, Dkt. Entry 142. Final judgment was entered in early October, 2008. *Id.,* Dkt. Entry 143. A copy of the final judgment entry between Hasbro and MGA is attached hereto as Exhibit 8. As can be seen in paragraph 10 of the final judgment, over 60 docket entries were sealed. In fact, most of, these docket entries were purged from the courts' docket records. See Ex. 7. One of the docket entries that was sealed and purged included no. 133, which was Judge Smith's Memorandum and Decision. See Exs. 7 and 1-A (header).

At the time the Hasbro suit was in progress, MGA was involved in a suit with Mattel, Inc. concerning MGA's line of BRATZ dolls. In August, 2008, Mattel was awarded a $100 million judgment against MGA and, thereafter, a receiver was appointed temporarily for its BRATZ product line. See Exhibit 9, attached, a copy of a web page discussing this matter.

From Hasbro's point of view, it is hard to imagine a more unfavorable result in the MGA suit than a preliminary finding by a district court that the mark MEMORY is generic for card-matching games. Despite having a presumptively winning position in the Hasbro lawsuit, MGA was under intense financial pressure from Mattel in the BRATZ dolls case and could not carry on the fight with Hasbro. This worked to Hasbro's enormous benefit because it could dictate the terms of the settlement, which included an agreed motion to seal significant portions of the record. Clearly, Hasbro was concerned that third parties such as Creative Action might try to use the results of the *Hasbro v. MGA* case to argue that Hasbro had no enforceable rights in the mark

MEMORY. Accordingly, Hasbro not only had all evidence that supported Judge Smith's Memorandum and Order sealed, it even had the Memorandum and Order itself sealed. Fortunately for the public, the Memorandum and Order already had been published.

The Decision is significant for several reasons. Although not binding precedent on the Board, the Decision is strong evidence of how a court having jurisdiction over the registrations in question would rule on the issue of genericness. As the Board can see, the Decision relies heavily on dictionary definitions and books about card games for what the relevant public understands the word "memory" to mean. Courts (and the Patent and Trademark Office) consistently rely on dictionaries and other publications for the best evidence of whether marks are generic. See, for example, *In re Northland Aluminum Products, supra*. Further, it is well established that the Board may properly take judicial notice of dictionary definitions. See, for example, *University of Notre Dame du Lac v. J. C. Gourmet Food Imports Co.*, Inc., 213 U.S.P.Q. 594, 596 (TTAB 1982), aff'd, 703 F.2d 1372, 217 U.S.P.Q. 505 (Fed. Cir. 1983).

Referring to pages 13-16 of the Decision, the Court cites a number of dictionaries and card game books, all of which define memory (or concentration) in substantially the same way, namely, a card-matching game in which multiple cards are placed face-down and the players attempt to turn up matching cards by remembering the location of the matching cards.

For example, the Court notes the following:

> "For instance, "The Game Book," published in 1946 identifies "Memory" as a card game where:
>
> The first player turns up any card. He then turns up another card attempting to find a duplicate of the first card turned up . . .. If a card he

> turns up is a duplicate of the card some other player had turned up and then turned face down, he tries to remember its location and turn it up."

Decision, Ex. 1-A, at 13.

In addition, Exhibits 1-D and 1-F contain substantially similar definitions. For example, Ex. 1-D states that:

> "**CONCENTRATION** This is a game for two players. (It is often called Memory, or Pelmanism.) . . . The first player, chosen by lot, turns any two cards face up. Having turned them up, he removes his hand so that all may see them. . . . The whole game consists in remembering the position of cards previously exposed, so as to capture a pair whenever the second card of a rank is exposed. . . . An important rule is that cards must not be moved away from their places on the table, in the course of turning them up and down. To shuffle them about interferes with the visual memory of their respective positions."

Ex. 1-D, Goren's Hoyle Encyclopedia of Games, at 492-93
(Chancellor Hall, Ltd., Copyright 1961, 1950).

Yet additionally, there are definitions for memory (or concentration) on various internet web sites. See Exhibits 1-G and 1-I. For example, Ex. 1-G states that:

> "**Concentration**, also known as **Memory**, **Pelmanism**, **Shinkei-suijaku**, **Pexeso** or simply **Pairs**, is a card game in which all of the cards are laid face down on a surface and two cards are flipped face up over each turn. The object of the game is to turn over pairs of matching cards. Concentration can be played with any number of players or as solitaire and is an especially good game for young children, though adults may find it challenging and stimulating as well. The scheme is often used in quiz shows and can be employed as an educational game."

Ex. 1-G, http://en.wikipedia.org/wiki/Concentration_(game).

Hasbro has admitted that that the terms concentration and memory are synonymous for a card-matching game. See Ex. 1, Request No. 18, which is

reproduced here:

> "The 1963 'Webster's Third' dictionary provides the following
>
> definition for the word 'concentration':
>
> > "**con-cen-tra-tion . . . 5:** a card game for two or more players in which a pack of cards is laid out card by card face down and at random, the skill of the game consisting of remembering the position of such cards as are briefly turned up in play – called also *memory*." (emphasis in original).

The lower case definition and use of the word memory in numerous dictionaries, publications related to card games, and internet web sites leaves no doubt that the word memory means card-matching games to the relevant public.

The Decision also points to substantial evidence of competitors' significant use of the word memory to describe some aspect of card-matching games. See Ex. 1-A at p. 16-18 and Exhibits 1-H, 1-J, 1-K and 1-L. Some of these games are internet card-matching games. *Id.* at 17. See also, Ex. 10, the first 10 pages of results of a Google search for "memory card matching game" conducted on May 27, 2010.[9] The full results include *38 pages* of such entries. Ex. 10 shows the current existence of numerous internet and non-internet card-matching games that employ the word memory as a description of the product.

Hasbro itself admits that competitors sell a game that uses the term "memory" in its title or on its packaging in reference to a card-matching game, and that such game is sold in the same stores where a Hasbro game having the word "memory" in its title is sold. Ex. 1, Requests No. 25-31. As noted by the Court: "the sheer volume of the competitors' use of the term "Memory' to describe a memory

game is highly persuasive to a determination that the term refers not to Hasbro's specific game but to a class of products all revolving around a basic, i.e., generic card-matching game." Decision, Ex. 1-A, at 18.

The Decision further notes that Hasbro itself has used the word memory in a generic manner. *Id.,* at 16 and Exhibit 1-N. Hasbro has admitted that Milton-Bradley Company sells a game named "Shenanigans" and first did so in 1964, that an aspect of the game Shenanigans is called a "memory game," and that that aspect of the game Shenanigans refers to a card-matching game. Ex. 1, Requests No. 20-23. Hasbro further has admitted that in its website it has referred to handheld games which require card-matching skills as "memory games," but such handheld games are unrelated to card-matching games sold by Hasbro having the word "memory" in their titles. *Id.,* Requests No. 15-16.

Hasbro also has produced during the course of this proceeding Milton-Bradley and Hasbro product catalogs that make numerous references to the MEMORY product in a generic sense as a memory game. See, for example, Exhibits 4 and 5 at pages HN00016 ("An advanced memory game to complement our ever-popular Memory series!"), HM00026 ("Original Memory"), HM00027 ("An advanced memory game."), HM00030 ("Memory games build visual recall, as well as object, color and shape recognition." and "The advanced memory game that tells a story."), HM00051 ("Travel Memory"), HM00053 and HM00060 ("The spin and win memory game for beginners!"), HM00084 ("classic game of MEMORY appeals to today's kids"), HM00091 (Memory

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[9] Hasbro has admitted that the term "memory" is used in conjunction with internet card-matching games. Ex. 1, Request No. 32.

game package stating “Your First Memory!”), HM00111 (“It’s the classic memory game featuring Dora The Explorer and her friends.”), and many other pages.

The evidence in the case proves beyond doubt that the word “memory” is understood by the relevant public primarily to refer to card-matching games. Therefore, the word “memory” is generic for such games.

VI. CONCLUSION

In view of the foregoing, summary judgment should be granted in favor of Creative Action on its counterclaims. The two Hasbro registrations in issue should be cancelled.

Respectfully submitted,

/Wayne D. Porter, Jr./

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Attorney for Creative Action LLC

Dated: May 27, 2010

CERTIFICATE OF SERVICE

I hereby certify that on May 27, 2010 a true and correct copy of the foregoing *CREATIVE ACTION LLC'S MOTION FOR SUMMARY JUDGMENT ON ITS COUNTERCLAIMS* was served on counsel for Hasbro, Inc. electronically and by mailing a copy via first class mail, postage pre-paid, to:

Kim J. Landsman, Esq.
Patterson Belknap Webb & Tyler LLP
1133 Avenue of the Americas
New York, NY 10036-6710

/Wayne D. Porter, Jr./
Wayne D. Porter, Jr.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Application Serial No. 78/359,895
Filed: January 30, 2004
For the Mark: MEMORY MAGIC in International Class 28
Published in the Official Gazette: May 10, 2005 at TM 30

HASBRO, INC. Opposer, v. CREATIVE ACTION LLC, Applicant	Opposition No. 91166487

CREATIVE ACTION LLC'S FIRST REQUESTS FOR ADMISSION TO HASBRO, INC.

Pursuant to Rule 36, Federal Rules of Civil Procedure, Creative Action LLC ("Creative Action") hereby directs the following requests for admission to Hasbro, Inc. ("Hasbro") to be answered in writing within thirty (30) days after service hereof. These requests for admission are continuing, and Hasbro is required to serve upon Creative Action further answers promptly after Hasbro has acquired additional knowledge or information relating in any way to these requests for admission pursuant to Rule 26(e).

Exhibit 1

DEFINITIONS

The following definitions apply to these requests:

1. *Hasbro* means the opposer Hasbro, Inc., its past and present officers, directors, employees, house and outside counsel, agents, representatives, or other persons under its control, and is meant to include, without limitation, any predecessor-in-interest or parent corporation, successor, subsidiary, division or affiliate thereof.

2. *Creative Action* means the applicant and counterclaimant herein, Creative Action LLC.

REQUESTS FOR ADMISSION

REQUEST NO. 1

Exhibit A is a true and correct photocopy of the Memorandum and Decision of United States District Judge William E. Smith filed on July 31, 2007 in *Hasbro, Inc. v. MGA Entertainment, Inc.,* Case No. 1:06-CV-00262-S-DLM.

RESPONSE:

REQUEST NO. 2

The evidence relied on by Judge Smith in Exhibit A attached hereto, and set forth at pages 13 through 17 therein, is genuine.

RESPONSE:

REQUEST NO. 3

Exhibit B is a true and correct photocopy of pages in a book entitled "The Game Book," published in 1946.

RESPONSE:

REQUEST NO. 4.

Exhibit C is a true and correct photocopy of pages in a book entitled "The New Complete Hoyle – The Official Rules of All Popular Games of Skill and Chance," published in 1956.

RESPONSE:

REQUEST NO. 5

Exhibit D is a true and correct photocopy of pages in a book entitled "Goren's Hoyle – Encyclopedia of Games," published in 1961.

RESPONSE:

REQUEST NO. 6

Exhibit E is a true and correct photocopy of pages in a book entitled "The Random House Dictionary of the English Language," published in 1987.

RESPONSE:

REQUEST NO. 7

Exhibit F is a true and correct photocopy of pages in a book entitled "Random House Webster's Unabridged Dictionary," published in 2001.

RESPONSE:

REQUEST NO. 8

Exhibit G is a true and correct photocopy of pages printed from the website http://en.wikipedia.org/wiki/concentration_(game).

RESPONSE:

REQUEST NO. 9

Exhibit H is a true and correct copy of pages printed from the website http://www.allstarpuzzles.com/memory/index.html, bearing the following notice: "Copyright © 2002-2009 All-Star Puzzles. All rights reserved."

RESPONSE:

REQUEST NO. 10

Exhibit I is a true and correct copy of pages printed from the website http://boardgames.about.com/od/cardgames/a/concentration.htm.

RESPONSE:

REQUEST NO. 11

Exhibit J is a true and correct copy of pages printed from the website http://gifts.barnesandnoble.com.

RESPONSE:

REQUEST NO. 12

Exhibit K is a true and correct copy of pages printed from the website http://www.ssww.com/product.

RESPONSE:

REQUEST NO. 13

Exhibit L is a true and correct copy of pages printed from the website http://www.dltk-cards.com/memory/index.htm,.

RESPONSE:

REQUEST NO. 14

Exhibit M is a true and correct copy of pages printed from the website http://www.hasbro.com/shop/details, bearing the following notice: "© 2008 Hasbro Terms and Conditions"

RESPONSE:

REQUEST NO. 15

In its website, Hasbro has referred to handheld games which require card-matching skills as "memory games."

RESPONSE:

REQUEST NO. 16

In its website, Hasbro has referred to handheld games which require card-matching skills as "memory games," but such handheld games are unrelated to card-matching games sold by Hasbro having the word "memory" in their titles.

RESPONSE:

REQUEST NO. 17

The 1963 "Webster's Third" dictionary defines the word "concentration."

RESPONSE:

REQUEST NO. 18

The 1963 "Webster's Third" dictionary provides the following definition for the word "concentration":

> "**con-cen-tra-tion . . . 5:** a card game for two or more players in which a pack of cards is laid out card by card face down and at random, the skill of the game consisting of remembering the position of such cards as are briefly turned up in play – called also *memory*."

RESPONSE:

REQUEST NO. 19

The 1963 "Webster's Third" dictionary provides a definition for the word "concentration" substantially as follows:

> "**con-cen-tra-tion . . . 5:** a card game for two or more players in which a pack of cards is laid out card by card face down and at random, the skill of the game consisting of remembering the position of such cards as are briefly turned up in play – called also *memory*."

RESPONSE:

REQUEST NO. 20

Milton Bradley Company sells a game named "Shenanigans."

RESPONSE:

REQUEST NO. 21

Milton Bradley Company first sold the game "Shenanigans" in 1964.

RESPONSE:

REQUEST NO. 22

In Milton Bradley Company's game "Shenanigans," an aspect of the game is called "memory game."

RESPONSE

REQUEST NO. 23

In Milton Bradley Company's game "Shenanigans," an aspect of the game is called "memory game" and refers to a card-matching game.

RESPONSE

REQUEST NO. 24

Exhibit N, attached hereto, contains an authentic reproduction of a portion of the packaging of Milton Bradley Company's game "Shenanigans."

RESPONSE

REQUEST NO. 25

At least one company other than Hasbro sells a game that uses the term "memory" in its title.

RESPONSE:

REQUEST NO. 26

At least one company other than Hasbro sells a game that uses the term "memory" on its packaging.

RESPONSE:

REQUEST NO. 27

At least one company other than Hasbro sells a game that uses the term "memory" in its title in reference to a card-matching game.

RESPONSE:

REQUEST NO. 28

At least one company other than Hasbro sells a game that uses the term "memory" on its packaging in reference to a card-matching game.

RESPONSE:

REQUEST NO. 29

At least one company other than Hasbro sells a game that uses the term "memory" in its title, which game is sold in the same stores where a Hasbro game having the word "memory" in its title is sold.

RESPONSE:

REQUEST NO. 30

At least one company other than Hasbro sells a game that uses the term "memory" on its packaging, which game is sold in the same stores where a Hasbro game having the word "memory" in its title is sold.

RESPONSE:

REQUEST NO. 31

At least one company other than Hasbro sells a game that uses the term "memory" in its title or on its packaging in reference to a card-matching game, which game is sold in the same stores where a Hasbro game having the word "memory" in its title is sold.

RESPONSE:

REQUEST NO. 32

The term "memory" is used in conjunction with internet card-matching games.

RESPONSE:

REQUEST NO. 33

The term "memory" is the common descriptive name for a card-matching game.

RESPONSE:

Creative Action LLC

by Wayne D. Porter, Jr.
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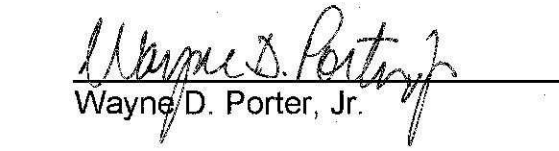
Attorney for Creative Action LLC

December 3, 2009

CERTIFICATE OF SERVICE

I hereby certify that on December 3, 2009 a true and correct copy of the foregoing *CREATIVE ACTION LLC'S FIRST REQUESTS FOR ADMISSIONTO HASBRO, INC.* was served on counsel for Hasbro, Inc. electronically and by mailing a copy via first class mail, postage pre-paid, to:

Kim J. Landsman, Esq.
Patterson Belknap Webb & Tyler LLP
1133 Avenue of the Americas
New York, NY 10036-6710



Wayne D. Porter, Jr.

UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF RHODE ISLAND

HASBRO, INC., Plaintiff, v. MGA ENTERTAINMENT, INC., Defendant.	C.A. No. 06-262 S

MEMORANDUM AND DECISION

WILLIAM E. SMITH, United States District Judge.

This case involves a trademark dispute between Hasbro, Inc. and MGA Entertainment, Inc. over the use and application of the word "Memory" as it applies to certain two- or three-dimensional matching games marketed and sold by each company. Hasbro seeks a preliminary injunction against MGA barring any further shipping or selling of MGA's game "3-D Memory Match-Up," and additionally seeks a recall order requiring MGA to recall its game from distributors and retailers. The basis for Hasbro's action is its claim that MGA's use of the word "Memory" infringes on Hasbro's registered trademark of that word for a line of card-matching games it has sold since 1966. Because Hasbro is unable to establish its likelihood of success on the merits, the motion for a preliminary injunction is DENIED.

Exhibit A

Exhibit 1-A

I. Background

In 1964, Hasbro's predecessor Milton Bradley Co. acquired the rights to a game called "Memory" from a German company, Otto Maier Verlag Ravensburg, through a licensing agreement. With the knowledge and permission of Ravensburg, Milton Bradley applied for, and was granted, a trademark for the term "Memory" in 1966. The trademark was registered with the United States Patent and Trademark Office ("USPTO") in 1967 for the single word "Memory" in a particular stylized design, for use with "equipment comprising cards with many matching pairs of designs for playing a matching card game."[1]

The initial game consisted of 36 pairs of matching cards that featured characters or other images on one side. The players mixed the cards up (akin to shuffling a deck of cards) and then placed them in rows, face down on a flat surface. Play began with each

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[1] This was, in point of fact, Milton Bradley's second effort at obtaining a trademark for "Memory." The first application was refused because Milton Bradley's application "show[ed] the type of game involved to be a memory card matching game." For this type of game, "where the memory of the player is relied upon to locate matching cards," the Trademark Examiner held that the word "Memory" was "merely descriptive . . . and not subject to registration." The Trademark Examiner advised Milton Bradley that "an identification of goods directed to a game is not acceptable because it appears that the identifiable goods which bear the mark comprise the parts with which the game is played."

Milton Bradley reapplied, arguing that the word "Memory" did "not describe the goods, their function or manner of use." Instead, Milton Bradley argued that "Memory" "may suggest the type of game involved, but it does not describe them." The Trademark Examiner accepted this explanation and approved the trademark in 1967.

player, in turn, selecting two cards and turning them image-side up. If the two selected cards were identical, the player had made a match and could keep the two cards and select again, otherwise, the cards were replaced, face down and play passed to the next player. This process was repeated until all of the cards were out of play. The player who collected the most pairs of cards was declared the winner.

In 1972, Milton Bradley sent an affidavit to the USPTO to establish the 1967 mark's incontestability. Milton Bradley averred that it "owned" the 1967 mark, that the mark was still in use, that the mark had been used for five consecutive years, and that there had been no final decision adverse to its claim of ownership of the mark. The "Memory" mark then underwent a series of font changes beginning in 1978, and next in 1984 when Hasbro acquired Milton Bradley. The mark was renewed in August of 1987.

In 2003, Hasbro, the now-owner of the 1967 trademark, filed a second application to register the "Memory" trademark. The USPTO registered the mark on October 19, 2004, for "card matching games, in Class 28." The registration also reflected that "[t]he mark consists of standard characters without claim to any particular font, style, size, or color."

Over the past thirty-nine years, Hasbro and Milton Bradley have issued numerous themed versions of the Memory game. Hasbro's stated policy on themed versions is to allow the "core basic

original game" to "grow to a state of awareness and significance that it has become big enough to expand" into a themed line of games. On several occasions, Hasbro has also licensed its Memory mark for use on a variety of merchandise. Hasbro also has licensed the use of "Memory" for software and books.

Total revenues from "Memory" sales exceed $130 million. In the past eight years, Hasbro has spent over $20 million in "Memory" advertisements and promotions. This includes two recent national campaigns, "My First Games" and "Games Make Great Gifts," which each featured "Original Memory" (Hasbro's original card-matching game), and advertisements on the radio; "Memory" is additionally often featured in periodicals as a favorite toy.

Sometime in either 2003 or 2004 MGA game developers came up with an idea for a three-dimensional version of a memory game. This version eschewed the traditional two-dimensional card model for a design that employed a set of plastic cups, under which certain objects could be placed.

This initial idea, however, was shelved for approximately two years, until MGA acquired a license from Marvel for the "Spider-Man & Friends" name, logo, images and characters. Having acquired the license, MGA reworked the memory game concept into its current form. The game contains 10 molded plastic characters (all "Spider-Man and Friends" characters) that come in two different halves which can snap together (an upper half corresponding with the head

and torso and a lower half corresponding with the hips and legs of the character). Game play occurs after the characters are split apart and each half is placed under one of 20 plastic cups. Players take turns picking up two cups at a time to try and match the top half of a character with its corresponding bottom half. Upon finding two matching halves, the player snaps them together and keeps the character. Play continues until all matching character halves are found.

MGA's game originally appeared on store shelves in December 2005 with the name "Memory Match-Up," but after it received Hasbro's initial complaint, it changed the name of the game to "3-D Memory Match-Up." Additionally, MGA originally placed a "™" next to the "Up," but removed it when Hasbro complained. MGA has put very little effort into advertising its game, focusing promotion only on its own website's Products page.

Six months after MGA acquired its license from Marvel for "Spider-Man and Friends," Hasbro also obtained a similar license (both licenses were non-exclusive). Upon obtaining this license, Hasbro decided to issue a "Spider-Man and Friends" themed version of its "Original Memory" game, which, based on past performance, it believed would be quite profitable. However, because Marvel places strict requirements on the style and color of any licensed product including the character appearances for the Spiderman and Friends

characters, Hasbro's game would be forced to look very similar to MGA's "3-D Memory Match-Up."

On May 5, 2006, before Hasbro had released its "Spider-Man and Friends" memory game, it filed an action for injunctive relief against what it deemed to be MGA's trademark infringement of its "Memory" mark. The Court held an evidentiary hearing that ranged over seven days and included testimony from each of the companies along with expert testimony in connection with the origin and history of the memory card-matching game and the use and understanding of the word "Memory." The parties also submitted evidence, including advertising and product sales history, consumer surveys and market penetration reports, to establish both the nature of the mark itself and the likelihood of consumer confusion.

II. Analysis

During the evidentiary hearing, the parties fought unsparingly for every inch of legal ground. It appears that no potentially probative piece of evidence was left out and every possible argument, on either side, was vigorously pursued, proving that when it comes to fun and games, there is no fooling around. Nevertheless, at the center of this case is a dispute over two main issues: 1) whether the term "memory" is a generic name for a class of card (or card-variant) matching games; and 2) whether Hasbro's trademark is entitled to protection and, if so, whether MGA has

infringed upon it. Of these, only the first merits discussion at this preliminary stage.

Before a preliminary injunction may be entered, Hasbro must show (1) it will likely succeed in its infringement case against MGA; (2) that irreparable harm would result if the injunction were denied; (3) that the balance of equities is in its favor; and (4) that the injunction would serve the public interest. See Boringuen Biscuit Corp. v. M.V. Trading Corp., 443 F.3d 112, 115 (1st Cir. 2006). In infringement cases, "likelihood of success" is the most critical, and essentially, the determinative factor. See id. Once a likelihood of success is established, "the other decisions will flow from that ruling." Keds Corp. v. Renee Int'l Trading Corp., 888 F.2d 215, 220 (1st Cir. 1989).

In order to succeed on an infringement action, a party must first prove two elements: (1) that its mark merits protection; and (2) that the alleged infringement of that mark is likely to result in consumer confusion. Boringuen, 443 F.3d at 116. But, for purposes of a preliminary injunction, a party need only establish a likelihood of success in proving these elements. See id.

In order to establish that a mark is entitled to trademark protection, it must first qualify as distinctive. See Two Pesos, Inc. v. Taco Cabana, Inc., 505 U.S. 763, 769 (1992). "When considering whether a mark meets that standard, courts often employ a taxonomy that classifies marks along a continuum of increasing

distinctiveness." Boringuen, 443 F.3d at 116. This "distinctiveness" continuum contains five categories: (1) generic, (2) descriptive, (3) suggestive, (4) arbitrary, and (5) fanciful. Two Pesos, 505 U.S. at 768. "By definition, generic marks can never be ranked as distinctive," and "suggestive, arbitrary, and fanciful marks are considered inherently distinctive." Boringuen, 443 F.3d at 116.

Hasbro has registered two marks, one registered in 1967 and the other registered in 2003. For registered marks, the registration itself is prima facie evidence of the validity of the registered mark and, where the mark is registered without requiring the applicant to prove secondary meaning, the mark is considered presumptively distinctive rather than descriptive. 15 U.S.C. § 1115(a);[2] Equine Techs., Inc. v. Equitechnology, Inc., 68 F.3d 542, 545 (1st Cir. 1995). Thus, the 2003 mark can be considered presumptively distinctive. The other, the 1967 mark, has attained

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[2] § 1115(a) states:

> [Evidence of registration] shall be admissible in evidence and shall be prima facie evidence of the validity of the registered mark and of the registration of the mark, of the registrant's ownership of the mark, and of the registrant's exclusive right to use the registered mark in commerce on or in connection with the goods or services specified in the registration subject to any conditions or limitations stated therein, but shall not preclude another person from proving any legal or equitable defense or defect . . . .

"incontestable"[3] status.[4] 15 U.S.C. §1065; see Park 'N Fly, Inc. v. Dollar Park & Fly, Inc., 469 U.S. 189, 205 (1985) (where a mark has attained "incontestable" status, the presumption of distinctiveness becomes conclusive and, subject to only a few affirmative defenses, may be used to enjoin others from infringing upon the mark).

Notwithstanding the protection to which registered (or unregistered) marks may be entitled, a finding of genericness will render the term unprotectable. See S.S. Kresge Co. V. United Factory Outlet, 598 F.2d 694, 696 (1st Cir. 1979); see also TE-TA-MA Truth Found.-Family of URI, Inc. v. World Church of the Creator, 297 F.3d 662, 665 (7th Cir. 2002) (noting that even an incontestable mark is subject to cancellation "if it is or becomes generic"). "A generic term is one that does not distinguish the goods of one producer from the goods of others. Instead, it is one that either by definition or through common use has come to be understood as referring to the genus of which the particular product is a species." Keebler Co. v. Rovira Biscuit Corp., 624

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[3] Incontestability is established "when [a mark's] owner files an affidavit with the PTO attesting that the following requirements have been met: (i) there has been no final decision adverse to its ownership or enforcement rights for the preceding five-year period; (ii) there is no pending case or proceeding regarding the owner's rights in the mark; and (iii) the owner is still using the mark." Boringuen, 443 F.3d at 117 n.3; 15 U.S.C. § 1065.

[4] MGA attacks the "incontestable" status on a number of grounds. For the reasons discussed below, however, it is unnecessary at this juncture to address these arguments.

F.2d 366, 373-74 (1st Cir. 1980) (internal quotations and citation omitted). Generic terms are unprotectable through trademark registration because such protection would frustrate legitimate competition, "mak[ing] it difficult for competitors to market their own brands of the same product." Blau Plumbing, Inc. v. S.O.S. Fix-It, Inc., 781 F.2d 604, 609 (7th Cir. 1986). Courts often approach the task of determining whether a mark is generic by recognizing that generic terms answer the question "What are you?" while a mark answers the question "Where do you come from?" See Colt Defense LLC v. Bushmaster Firearms, Inc., 486 F.3d 701, 705 (1st Cir. 2007).

For a term to be generic, its "primary significance . . . to the relevant public must be to identify the nature of a good, rather than its source." Id. (internal quotations and citation omitted). This can occur in one of two ways. First, an invented name may become "genericized," Nat'l Nonwovens, Inc. v. Consumer Prods. Enters., Inc., 397 F. Supp. 2d 245, 254 (D. Mass. 2005); that is, the term "began life as a 'coined term'" but became generic through common usage. See Hunt Masters, Inc. v. Landry's Seafood Rest., Inc., 240 F.3d 251, 255 (4th Cir. 2001). Second, a term may be generic if it was commonly used prior to its association with the specific products at issue. Id.; see Murphy Door Bed Co. v. Interior Sleep Sys., Inc., 874 F.2d 95, 100-01 (2d Cir. 1989).

Under either approach, evidence of the relevant public's understanding of a term can be used to prove genericness. See 2 J. Thomas McCarthy, McCarthy on Trademarks and Unfair Competition § 12:13 (4th ed. 2006). This evidence may include competitors' use (use of the term by competitors which has not been contested by plaintiff), plaintiff's use (use of the term as a generic name by the plaintiff), dictionary definitions, media usage, testimony of persons in the trade, and consumer surveys. See id.

The Court of Appeals for the First Circuit has never expressly determined who, precisely, bears the burden of persuasion (or what that burden is) when an incontestable mark is challenged as generic, although it has determined the burden for registered, contestable marks. See, e.g., Colt Defense, 486 F.3d at 705 (holding that a registered, contestable mark creates a rebuttable presumption that may be overcome "where the alleged infringer demonstrates genericness by a preponderance of the evidence"). The Courts of Appeal for the Ninth Circuit and Sixth Circuit have declined to heighten the burden for incontestable marks, holding that the alleged infringer "has the burden of showing genericness by a preponderance of the evidence" where the mark is registered and incontestable. Reno Air Racing Ass'n, Inc. v. McCord, 452 F.3d 1126, 1135 (9th Cir. 2006); Nartron Corp. v. STMicroelectronics, Inc., 305 F.3d 397, 405 (6th Cir. 2002) (finding that a mark's "incontestable" status does not increase the burden for proving

genericness of a registered mark). The Court of Appeals for the Seventh Circuit, on the other hand, may require some lower burden necessary to prove genericness. See TE-TA-MA, 297 F.3d at 665 (holding that, in genericness challenges, an incontestable registration acquires a "bursting-bubble presumption of non-generic-ness" as opposed to the conclusive presumption such registration normally commands); see also Nat'l Nonwovens, 397 F. Supp. 2d at 252 (reading TE-TA-MA's "bursting-bubble presumption" to create a rebuttable presumption of protection which "evaporates as soon as evidence of invalidity is presented" but not clarifying how much evidence is necessary to "burst the bubble"); but see Door Sys., Inc. v. Pro-line Door Sys., Inc., 83 F.3d 169, 172 (7th Cir. 1996) (applying the "bursting bubble presumption" to a registered, but not necessarily incontestable, mark).

This Court need not definitively choose, at this stage, which burden applies, however, because even applying the higher burden - requiring the alleged infringer to prove by a preponderance of the evidence that the term is generic - MGA has at this juncture presented sufficient evidence of the term's genericness to defeat Hasbro's motion for a preliminary injunction.[5] In other words, MGA

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[5] A complication can be noted here. Because the evidentiary hearing occurred in the context of a preliminary injunction, the burdens controlling entry of a preliminary injunction collide rather obliquely with the burdens governing the genericness inquiry: to establish genericness, MGA must prove (assuming for now the heightened burden) by a preponderance of the evidence that the term is generic, but for this preliminary injunction, Hasbro

has met its burden of proving by a preponderance of the evidence that the term "Memory" is generic such that Hasbro is unable to demonstrate it likely will succeed on the merits of its claim of infringement.

Over the course of the seven day evidentiary hearing, MGA submitted compelling evidence that the term "Memory" has been used to describe a generic card game since before Hasbro obtained its first trademark in 1967. For instance, "The Game Book," published in 1946 identifies "Memory" as a card game where:

> The first player turns up any card. He then turns up another card attempting to find a duplicate of the first card turned up . . . . If a card he turns up is a duplicate of the card some other player had turned up and then turned face down, he tries to remember its location and turn it up.

In the New Complete Hoyle - The Official Rules of All Popular Games of Skill and Chance, published in 1956, in an entry under the "Juvenile Games" section, a game called "Concentration (Memory, Pelmanism)" is described and corresponds with the above description. This entry is also contained in The New Complete

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must prove a likelihood of success on the merits. Assuming for the moment that MGA were to come up just short of meeting its burden of proof for genericness, what effect would this have on Hasbro's preliminary injunction claim? Nevertheless, because MGA has, at this stage, proven by a preponderance of the evidence that the term is generic, the nuances of this shifting scale do not require exploration.

Hoyle published in 1964 and in the Official Rules of Card Games published in 1968.[6]

MGA also submitted dictionary use as evidence establishing the genericness of the term. In the 1961 edition of the unabridged Random House Dictionary, the seventh definition of "**con-cen-tra-tion**" is:

> 7. Also called memory. *Cards*. A game for two or more players in which the pack is spread out face down on the table and each player in turn exposes two cards at a time and replaces them face down if they do not constitute a pair, the object being to take the most pairs by remembering the location of the cards previously exposed.

Random House Dictionary of the English Language: The Unabridged Edition 304 (1961). Similarly, the twelfth definition for "Memory" is: "12. *Cards*. Concentration (def. 7)." Id. at 894. This definition is likewise found in the 1966, 1987 and 2001 editions. The 1963 "Webster's Third" dictionary also provides the following definition:

> "**con-cen-tra-tion** . . . **5**: a card game for two or more players in which a pack of cards is laid out card by card face down and at random, the skill of the game consisting of remembering the position of such cards as are briefly turned up in play - called also *memory*."

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[6] These sources are not technically dictionaries, and Hasbro argues that they are therefore not competent evidence. But this merely means that they fall within another category of evidence, such as media usage. That they are essentially trade publications clearly directed to consumers is competent, and in this case compelling, evidence of genericness. See Colt Defense, 486 F.3d at 707 (noting that trade usage is only problematic where the publication is directed at producers); Liquid Controls Corp. v. Liquid Control Corp., 802 F.2d 934, 938 (7th Cir. 1986) (trade publications competent evidence of genericness).

Webster's Third New Int'l Dictionary of the English Language Unabridged 469 (1963). The fifth definition for "Memory" refers back to this definition. Id. at 1409. The same definition, or one substantially similar, is found in the 1961, 1965 and 1967 editions.[7]

This dictionary evidence is persuasive because "[i]f the term . . . appear[s] in a standard dictionary in lower case, [it is] powerful evidence that the term [is] generic, because nouns and other nominatives listed in dictionaries, save for the occasional proper name, denote kinds rather than specific entities ('dog,' not

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[7] Hasbro argues that these definitions should be considered "uncommon" because they occur toward the end of the entry's definitional list or that the definitions are irrelevant because they are not found in more "authoritative" dictionaries like the Oxford English Dictionary. Hasbro's first claim is unpersuasive and its second misses the point. No case suggests that the placement of a definition in the entry list is dispositive, or even particularly relevant, to whether the term is generic or not. Moreover, even were location particularly relevant, in this case there is at best a conflict of opinion regarding the meaning of the definition's location, rendering such evidence not especially useful. Dictionary use is simply one factor that must be taken into consideration in determining genericness. See Nartron, 305 F.3d at 407 (finding that the failure to provide any dictionary definitions was not determinative because "[d]ictionary definitions are merely one source from which genericness may be proven"). It suffices here that in these dictionaries, published before Hasbro obtained it's trademark, "Memory" was defined as a card-matching game and not as a specific entity. Additionally, it bears noting that the dictionaries submitted by MGA have, in point of fact, been used in a number of genericness cases, lending support to their credibility for this type of inquiry. See In re Bayer Aktiengesellschaft, - F.3d -, 2007 WL 1502078 *4 (Fed. Cir. May 24, 2007) (Webster's Third); Colt Defense, 486 F.3d at 710 (Webster's Third); Murphy Door, 874 F.2d at 101 (Webster's Third); Liquid Controls, 802 F.2d at 936 (Random House).

'Fido')." Door Sys., 83 F.3d at 171; see also Liquid Controls, 802 F.2d at 937 (concluding that the definition contained in the 1967 Webster's Third New International Dictionary was the "everyday, dictionary understanding of the term"). The definitions here suggest, rather forthrightly, that the term "Memory" referred at the time Hasbro registered its mark, and continues to refer, to a type of game, and consequently, a class of products rather than Hasbro's specific one.

MGA has additionally adduced evidence of Hasbro's own generic use of the term. For example, in Milton Bradley's (Hasbro's predecessor) game "Shenanigans" an aspect of the game is called, generically, "memory game" and appears to refer to a card-matching game. And on its website, Hasbro describes a number of handheld games which require similar card-matching skills as "memory games," even though they are unrelated to the specific game "Memory." Although limited, this evidence is relevant because "[a] kind of estoppel arises when the proponent of [a] trademark use is proven to have itself used the term before the public as a generic name . . . ." See Colt Defense, 486 F.3d at 707 (quoting McCarthy § 12:13). MGA also put forth substantial evidence of competitors' use of the term. Specifically, MGA identified a substantial number of (non-Hasbro) games that use the term "Memory" in their title or on their packaging to describe some aspect of the card-matching game. A number of these games are sold by direct competitors of

Hasbro - including Cranium, which sells a game titled, "Sounds of the Seashore - The Magical Matching and Memory Game" and Cardinal Industries, which sells a game called "Memory Match." Many of these games are also sold in the same stores that Hasbro's game is sold, including Target and Toys "R" Us.

MGA also supports its generic claim with considerable evidence of the term "Memory" being used in conjunction with internet card-matching "memory games." See In re Bayer, - F.3d -, 2007 WL 1502078 at *4 (endorsing the use of internet evidence as admissible and competent evidence for evaluating a trademark). As just one example, MGA submitted the Netscape "Celebrity" "Memory Match" game, a game designed to be played on the Netscape website requiring players to match celebrity cards. There also exist, as MGA points out, many websites which contain a category of games called, more or less, "memory games." This includes www.amazon.com, which has a "Matching & Memory" category, and www.allstarpuzzles.com, which contains a "Memory Games" category. These sites offer (either for download or sale) more than just Hasbro's "Memory" game.

The substantial volume of evidence of competitors' use of the term "Memory" to describe a memory matching game is particularly significant, and probative, for the question of genericness because "[t]he more members of the public see a term used by competitors in the field, the less likely they will be to identify the term with

one particular producer." Colt Defense, 486 F.3d at 706 (quoting Classic Foods Int'l Corp. v. Kettle Foods, Inc., 468 F. Supp. 2d 1181, 1190 (C.D. Cal. 2007)). Where four other competitors' use of a term to describe a product may support a finding of genericness, see Schwan's IP, LLC v. Kraft Pizza Co., 460 F.3d 971, 974 (8th Cir. 2006), the sheer volume of the competitors' use of the term "Memory' to describe a memory game is highly persuasive to a determination that the term refers not to Hasbro's specific game but to a class of products all revolving around a basic, i.e., generic card-matching game. See Colt Defense, 486 F.3d at 706 (finding that as more competitors use the term, the support for a finding of genericness increases).

It is true that MGA failed to offer any consumer surveys in support of its genericness claim, and that, additionally, Hasbro offered its own brand penetration surveys, which, it claims, demonstrate that consumers associate Hasbro's specific game with the term "Memory."[8] But, it has been made clear that such evidence is not dispositive on the question of genericness; rather, it is merely one of several factors that may be considered. See 2 McCarthy, supra, § 12:13. This is also true of relative sales

[8] For example, a recently completed study by Hasbro showed that 70% of target purchasers, comprised of mothers with children ages 3-5, were aware of Hasbro's "Memory" brand game and 34% owned it. Hasbro's expert, Dr. Thomas Dupont, testified that this study revealed that "Memory has substantial awareness among the target market."

volume. Although Hasbro argues that its dominant market position rebuts any claim that the relevant public would view the term "Memory" as generic, in the absence of actual evidence proving this, the Court cannot draw such a conclusion. See Kresge, 598 F.2d 697. There has been no presentation of evidence suggesting that consumers associate the term "Memory" with Hasbro's game, just that Hasbro's game occupies a large market share. See Kellogg Co. v. Nat'l Biscuit Co., 305 U.S. 111, 118-19 (1938).

In sum, at this juncture, MGA has carried its burden of proving by a preponderance of the evidence that the term "Memory" is and has been a generic term not entitled to trademark protection. See Nat'l Nonwovens, 397 F. Supp. 2d at 254. This conclusion establishes that Hasbro has not proven that it is likely to succeed on the merits of its trademark infringement case, establishing that a preliminary injunction is inappropriate. It bears noting, however, in this case especially, that "a party losing the battle on likelihood of success may nonetheless win the war at a succeeding trial on the merits." Narragansett Indian Tribe v. Guilbert, 934 F.2d 4, 6 (1st Cir. 1991). It may be the case that, at trial, Hasbro will successfully negate MGA's attempts to prove genericness and ultimately establish its infringement claim.[9]

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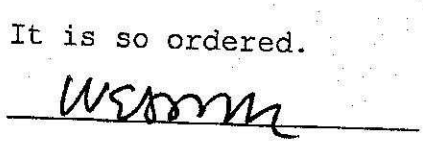
[9] Of course, the opposite is true as well. The risk of trial is that Hasbro's mark may be found definitively generic with all the consequences that may flow from such a determination.

III. Conclusion

For the reasons stated above, Hasbro's motion for a preliminary injunction is DENIED.

It is so ordered.



William E. Smith
United States District Judge
Date: 7/31/07

The Game Book

BY

MARGARET E. MULAC

Director of Recreation Consultant Service, Cleveland, Ohio

Former Supervisor of Girls' and Women's Activities, City of Cleveland, Ohio

Lecturer in Recreation, School of Applied Social Sciences and the Graduate School of Western Reserve University

Author of The Playleaders' Manual

ILLUSTRATED BY

GEORGE E. MATHEWS

HARPER & BROTHERS PUBLISHERS

NEW YORK AND LONDON

Exhibit B

Exhibit 1-B

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Dedicated to my favo
nephews, Jeanie, Juli
and Pete, to help the
suit of happiness.

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D-A

spool is removed. When there is no desire to eliminate players, the player who is a full spoof continues to play. At the end of the game, the player with the lowest score is the winner.

Players soon find that if the spools are scattered after the first player has taken one, the game becomes one of hide-and-go-seek. Soon all the players are on their hands and knees on the floor looking for the lost spools.

Menagerie

Three or more players. A straight deck is used. Cards are all dealt out. Each player places his cards in front of him in a stack face down. Each player selects the name of an animal. The longer the name, the more fun the game can be.

Player next to the dealer turns the first card on his stack face up and places it in front of the stack on the table. The next player does likewise. When a player turns up a card that is a duplicate of another player's card, those players yell each other's animal names. The player who first calls out his opponent's name wins all the cards face up in front of that player. He adds those to his own stack of cards that are face up.

The play continues. Eventually some players lose all their cards and are eliminated from the game. The game may continue until only one player is left or may be stopped at any time. The player with the greatest number of cards wins the game.

Memory

All the cards in a straight deck are laid out in rows face down on a table. Any number of players may participate. The first player turns up any card. He then turns up another card attempting to find a duplicate of the first card turned up. If by luck he turns up a pair, he takes those cards as a trick and

gets another turn. If the cards tu turns them face down again.

The next player repeats this acti a duplicate of the card some other then turned face down again, he tion and turn it up.

The game continues until all th the players. Player with the most

Dunk in the Ocean

Each player has a full deck of five cards into five stacks of sev turned face up. The remainder of When players are ready, they all card off his "dunk stack" and plac of the table. Players then begin p their five face-up stacks. Players m card. One player may play an eig immediately play a seven on the seven. The numbers go up and d players continuing to play until a no player can play on any of the called and those cards are gather "Dunk" again, and the wild scra

The player first playing out h game. This is a wild and noisy ga

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Three or more players may pa cards is used.

The game consists of seven h seven cards to each player one at up one card on the remainder o mines which suit is trump.

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The next player repeats this action. If a card he turns up is a duplicate of the card some other player had turned up and then turned face down again, he tries to remember its location and turn it up.

The game continues until all the cards have been won by the players. Player with the most cards wins.

Dunk in the Ocean

Each player has a full deck of cards. He deals out thirty-five cards into five stacks of seven each. These stacks are turned face up. The remainder of the deck is for "dunking." When players are ready, they all yell, "Dunk." Each pulls a card off his "dunk stack" and places it face up in the middle of the table. Players then begin playing on these cards from their five face-up stacks. Players may build up or down on any card. One player may play an eight on a seven, another may immediately play a seven on the eight and then a six on the seven. The numbers go up and down in wild succession, the players continuing to play until a stalemate is reached. When no player can play on any of the center piles a stalemate is called and those cards are gathered up. The players all yell "Dunk" again, and the wild scramble begins all over again.

The player first playing out his thirty-five cards wins the game. This is a wild and noisy game. Use old decks of cards.

Sinko

Three or more players may participate. A straight deck of cards is used.

The game consists of seven hands. The dealer deals out seven cards to each player one at a time in rotation. He turns up one card on the remainder of the deck. This card determines which suit is trump.

The New
Complete Hoyle

The Official Rules

of all Popular Games of Skill and Chance

with the Most Authoritative Advice

on Winning Play

1927

By

ALBERT H. MOREHEAD

RICHARD L. FREY · GEOFFREY MOTT-SMITH

SMITH

GARDEN CITY BOOKS

GARDEN CITY, NEW YORK

Exhibit C

Exhibit 1-C

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Strategy. The player should arrange his cards by ranks, and the ranks in the order in which he will be called upon to play them. *Example*: In a seven-hand game, eldest hand should arrange the ranks: **A, 7, K, 6, Q, 5, J, 4, 10, 3, 9, 2, 8.** He should decide at once at what turn he will go out. Thus, if eldest hand in this example decides to finish with threes, he must get rid of all nines, twos, and eights early, by *cheating* in his discards. The hand is bound to be doubted when it has few cards; the plan should be to finish with as long a sequence as possible of *honest* discards. Thus, eldest hand might have decided to finish with threes because he was dealt no nines. He should plan to get rid of twos and eights in his first four or five turns, and then be strictly honest from about queens or fives to the end.

The plan may have to be modified, by extension of the finishing point, if one of the early cheating discards is doubted. It is no calamity to have to pick up a great many cards; barring occasional accidents, a hand with an unduly large share of the cards has the best chance at the table of winning. Possession of most of the cards in several ranks, and particularly a *corner* on all eight cards of a rank, enables the player to block other hands from going out. An expert player sometimes tries to get most of the pack at once, then block all other hands while he discards in huge and honest packets. The important point in this process is to keep track of who gets these packets in the doubting. When the "big hand" player is near to going out, he will have to depend on his memory of how his cards were distributed, or else he may doubt what proves to be an honest discard.

CONCENTRATION (MEMORY, PELMANISM)

As its various names suggest, this game is an excellent exercise for the development of visual memory.

Age Group. Nine to ninety. With children under sixteen, the contestants should be of nearly the same age or the older will have a pronounced advantage which is likely to be resented by the younger.

Players. Any number up to six can play; but the best game is for two.

The Layout. A pack of 52 cards is shuffled and then dealt face

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down on a table so that no two cards touch. No effort should be made to put the cards into orderly rows and files; the greater the irregularity, the better.

The Play. Each player in turn turns two cards face up, one at a time, without moving either away from its position in the layout. If the two cards are a pair, he removes them to his own pile of pairs won, and turns up two more cards. When he turns up two cards which are not a pair, he turns the cards face down, and the turn passes to his left.

The player who gathers a plurality of the cards wins the game.

While there is some luck in the game, victory goes consistently to the player who more accurately remembers the location of unpaired cards previously turned.

Persons who find the game too easy—and some do—should turn up four cards at a time and require that a player turn all four cards of a rank to win a *book*.

GOREN'S HOYLE

ENCYCLOPEDIA OF GAMES

With Official Rules and Pointers on Play Including the Latest Laws of Contract Bridge

Exhibit 1-D

Exhibit D

By

Chas H Goren

With a complete Dictionary of Games and Terms—the last word *for* LEARNING, PLAYING, ARGUMENT-SETTLING *and* WINNING—*"according to Hoyle," down to the minute,* BY THE

GOREN'S *HOYLE* ENCYCLOPEDIA *of* GAMES

With Official Rules and Pointers on Play

INCLUDING

The Latest Laws of Contract Bridge

BY

Charles H. Goren

A *Chancellor Hall* BOOK

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THIS BOOK

DEDICATED TO THE MEMO

Geoffrey Mot

WHOSE INVALUABLE CONTRIBUT

WILL EVER BE RE

On getting four cards of the same rank, a player puts them on the table in front of himself as a "book." The player with the most books when the stock is exhausted, and all fours-of-a-kind are segregated, wins the deal.

Note that when a player completes a book by drawing from the stock, having asked for a different rank, his turn does not continue. But the distinction here is sometimes not clear to younger children and seems unfair; if so, the rule may well be reversed and the turn continued in this case too.

SPADE THE GARDENER

This game [taken from Vernon Quinn's *50 Card Games for Children*] is Authors designed for greater hilarity. Twenty cards are used, K, Q, J, 10, A of each suit. The ♤K is Spade the Gardener, the ♤Q, Spade the Gardener's wife, the ♤J, Spade the Gardener's son, the ♤A, Spade the Gardener's servant, the ♤10, Spade the Gardener's dog. (With six or more players, add the nines and eights to the pack, whereupon the ♤9 will be Spade the Gardener's cat, and the ♤8, Spade the Gardener's canary.) Likewise, the ◇K is Sir Hinkam Funniduster, and the other diamonds are respectively his wife, son, servant, dog (cat, canary); the ♡K is Sir Hearty John, and the ♧K is Club the Constable. Each card must be asked for by its name; the ♧10, for example, must be designated as "Club the Constable's dog." A player who asks incorrectly must give one of his own cards to the player asked. The object is to get an entire suit, not four of a kind. It is not necessary to have a card of the suit asked for.

CONCENTRATION

This is a game for two players. (It is often called Memory, or Pelmanism.) The pack is thoroughly shuffled, then spread face down on the table so that every card is detached from every other. If the space available will not accommodate the full pack, reduce it by discarding some fours-of-a-kind.

The first player, chosen by lot, turns any two cards face up. Having turned them up, he removes his hand so that all may see them. If they are a pair (as, two kings) he removes them from the center and puts them in a pile of his own. If they are not a pair, he turns them face down, and his opponent then plays.

The whole game consists in remembering the position of cards previously exposed, so as to capture a pair whenever the second card of a rank is exposed. The player having the majority of cards, after all cards in the center have been taken, wins the game.

An important rule is that cards must not be moved away from their places on the table, in the course of turning them up and down. To shuffle them about interferes with the visual memory of their respective positions.

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A more difficult variant, for players with very good memories, is to turn up four cards at a time and capture them only in fours-of-a-kind.

STEALING BUNDLES

This game is simplified Casino, playable by children who have not yet mastered addition. Follow the rules of dealing for Casino (page 255). Cards may be taken in only by pairing, tripling, or quadrupling cards of the same rank—there is no building. Each player must put the cards he wins in a pile face up, and his pile is subject to capture by his opponent —by pairing the top card with a card from the hand. The deal is won by the player having the majority of cards after the stock is exhausted. Cards left on the table belong to the player who was last to take in.

GO BOOM

Each player receives seven cards. (This number may be reduced to five for small children, in which case the pack should be reduced by discarding all the face cards.) The rest of the pack is placed face down on the table to form the stock.

Eldest hand (at left of the dealer) makes an opening lead. Each other hand in rotation must play a card of the same suit or the same rank. If unable to comply, the player must draw up to three cards from the top of the stock. If unable to play after drawing the third card, the player passes, and the turn goes to the left. Whatever cards have been played to the lead, after the player at the right of the leader has had his turn, constitute the trick. A trick is won by the highest card of the suit led. The winner of a trick leads to the next.

The tricks, of no value in themselves, may be tossed in a common pile in the center of the table. The object of play is to get rid of all the cards in the hand, and the first to do so wins the deal.

The method of scoring should be suited to the age group. For the youngest, each deal is a separate game. For an older group, the winner of a deal is credited with one point for each card left in the losers' hands, and the player first to reach 50 wins a game. For a still older group, the cards left in a loser's hand may be charged against him at their index values, with aces one and face cards ten. The player who has the lowest cumulative score when another reaches 100 wins a game.

I DOUBT IT

With five or fewer players, one pack may be used. With six or more, two full packs should be shuffled together. The two-pack game is better, and the more players, up to about nine, the better. Since a player may at times have thirty cards or more, the game is scarcely playable by chil-

Dedicated to the memory of
Jess Stein

Exhibit 1-E
Exhibit E

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e (kônt), n., pl. comtes (kônt). French. count².

te (kônt; Fr. kônt), n. (I·si·dore) Au·guste (Ma·ran·çois) (ē zē dôr′ ō gyst′ ma rē′ frän swa′), 1857, French founder of the philosophical system of vism.

tesse (kôn tes′), n., pl. -tesses (-tes′). French. tess.

·ti·an (kom′tē ən, kôn′-), adj. 1. Also, Com′te·f or pertaining to the philosophy of Auguste Comte. 2. a follower of the philosophy of Auguste Comte. -55; A. Comte + -ian]

t·ism (kom′tiz əm, kôn′-), n. the philosophy of uste Comte; positivism. [1870–75; A. Comte + -ism] m′tist, n., adj.

nus (ko′məs), n. an ancient Greek and Roman god rinking and revelry. Also, Komos. [< L < Gk s revel; akin to comedy]

. Ver., Common Version (of the Bible).

(kon), adv. 1. against a proposition, opinion, etc.: ments pro and con. —n. 2. the argument, position, ter, or voter against something. Cf. pro¹. [1575–85; t for L contrā in opposition, against]

² (kon), v.t., conned, con·ning. 1. to learn; study; use or examine carefully. 2. to commit to memory. 1000; ME cunnen, OE cunnan var. of can¹ in sense come acquainted with, learn to know"]

³ (kon), v., conned, con·ning, n. Naut. —v.t. 1. to ct the steering of (a ship). —n. 2. the station of the son who cons. 3. the act of conning. Also, conn. 50–1400; earlier cond, apocopated var. of ME condie, due < MF cond(u)ire < L condūcere to conduct]

⁴ (kon), adj., v., conned, con·ning, n. Informal. dj. 1. involving abuse of confidence: a con trick. .t. 2. to swindle; trick: That crook conned me out of my savings. 3. to persuade by deception, cajolery, —n. 4. a confidence game or swindle. 5. a lie, exgeration, or glib self-serving talk: He had a dozen ferent cons for getting out of paying traffic tickets. 95–1900, Amer.; by shortening of confidence]

n⁵ (kon), n. Slang. a convict. [1715–25; by shorten-]

n⁶ (kon), v.t., conned, con·ning. Brit. Dial. 1. to ke, hit, or rap (something or someone). 2. to hamr (a nail or peg). 3. to beat or thrash a person with e hands or a weapon. [1890–95; perh. akin to F cognée tchet, cogner to knock in, drive (a nail) home]

n-, var. of com- before a consonant (except b, h, l, p, and, by assimilation, before n: convene; condone; conection. [< L]

on., 1. Conformist. 2. Consul.

nt., 1. concerto. 2. conclusion. 3. connection. 4. nsolidated. 5. consul. 6. continued. 7. against. [< L ntrā]

ONAD (kon′ad), n. Continental Air Defense Comand.

o·na·kry (Fr. kô na krē′), n. a seaport in and the apital of Guinea, in NW Africa. 525,671 with suburbs. lso, Konakri.

on a·mo·re (kon ə môr′ē, -mōr′ā, -môr′ē, -mor′ā, ön; It. kôn ä mô′re), 1. (italics) Italian. with love, ender enthusiasm, or zeal. 2. tenderly and lovingly used as a musical direction). [1730–40]

o·nan (kō′nən), n. a male given name.

on a·ni·ma (kon an′ə mä′, kōn ä′nē mä′; It. kôn ′nē mä). with spirit; animatedly (used as a musical dirction). [1905–10; < It: lit., with spirit]

o·nant (kō′nənt), n. James Bryant, 1893–1978, U.S. chemist and educator: president of Harvard University 1933–53.

on′ ar′tist, Informal. 1. a person adept at lying, cajolery, or glib self-serving talk. 2. a person adept at swindling by means of confidence games; swindler.

o·na·tion (kō nā′shən), n. Psychol. the part of mental life having to do with striving, including desire and volition. [1605–15; < L cōnātiōn- (s. of cōnātiō) an effort, equiv. to cōnāt(us) (ptp. of cōnārī to try) + -iōn -ion]

on·a·tive (kon′ə tiv, kō′nə-), adj. 1. Psychol. pertaining to or of the nature of conation. 2. Gram. expressing endeavor or effort: a conative verb. —n. 3. Gram. a conative word, affix, or verbal aspect. [1680–90; conati(on) + -ive]

o·na·tus (kō nā′təs), n., pl. -tus. 1. an effort or striving. 2. a force or tendency simulating a human effort. 3. (in the philosophy of Spinoza) the force in every animate creature toward the preservation of its existence. [1655–65; < L: exertion, equiv. to cōnā(rī) to attempt + -tus suffix of v. action]

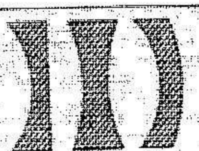
con bri·o (kon brē′ō, kōn; It. kôn brē′ô), with vigor; vivaciously (used as a musical direction). [1890–95; < It]

conc., 1. concentrate. 2. concentrated. 3. concentration. 4. concerning. 5. concrete.

concatēnātiōn- (s. of concatēnātiō), equiv. to concatēnā(us) concatenate + -iōn- -ion]

con·cave (adj., v. kon kāv′, kon′kāv; n. kon′kāv), adj., n., v., -caved, -cav·ing. —adj. 1. curved like a segment of the interior of a circle or hollow sphere; hollow and curved. Cf. convex (def. 1). 2. Geom. (of a polygon) having at least one interior angle greater than 180°. 3. Obs. hollow. —n. 4. a concave surface, part, line, or thing. 5. Mach. a concave piece, as one against which a drum rotates. —v.t. 6. to make concave. [1375–1425; late ME (< MF) < L concavus. hollow. See con-, cave] —con·cave′ly, adv. —con·cave′ness, n.

A, concave or plano-concave lens; B, concavo-concave lens; C, concavo-convex lens



con·cav·i·ty (kon kav′i tē), n., pl. -ties for 2. 1. the state or quality of being concave. 2. a concave surface or thing; cavity. [1350–1400; ME concavite < LL concavitāt- (s. of concavitās). See con-, cave, -ity]

con·ca·vo-con·cave (kon kā′vō kon kāv′), adj. concave on both sides. [< L concav(us) + -o- + concave]

con·ca·vo-con·vex (kon kā′vō kon veks′), adj. 1. Also, convexo-concave. concave on one side and convex on the other. 2. Optics. pertaining to or noting a lens in which the concave face has a greater degree of curvature than the convex face. [1670–80; < L concav(us) + -o- + convex]

con·ceal (kən sēl′), v.t. 1. to hide; withdraw or remove from observation; cover or keep from sight: He concealed the gun under his coat. 2. to keep secret; to prevent or avoid disclosing or divulging: to conceal one's identity by using a false name. [1275–1325; ME consealen, concelen < AF conceler < L concēlāre, equiv. to con- con- + cēlāre to hide (akin to hull¹, Gk koleón scabbard (see coleoptera); cf. occult)] —con·ceal′a·ble, adj. —con·ceal′a·bil′i·ty, n. —con·ceal′ed·ly, adv. —con·ceal′ed·ness, n. —con·ceal′er, n.
—Syn. 1. See hide¹.

con·ceal·ment (kən sēl′mənt), n. 1. the act of concealing. 2. the state of being concealed. 3. a means or place of hiding. [1275–1325; ME concelement < AF. See conceal, -ment]

con·cede (kən sēd′), v., -ced·ed, -ced·ing. —v.t. 1. to acknowledge as true, just, or proper; admit: He finally conceded that she was right. 2. to acknowledge (an opponent's victory, score, etc.) before it is officially established: to concede an election before all the votes are counted. 3. to grant as a right or privilege; yield: to concede a longer vacation for all employees. —v.i. 4. to make concession; yield; admit: She was so persistent that I conceded at last. [1625–35; < L concēdere, equiv. to con- con- + cēdere to withdraw, yield, cede] —con·ced′ed·ly, adv. —con·ced′er, n. —con·ces′si·ble, adj.
—Syn. 1. grant. —Ant. 1. deny. 3. refuse.

con·ceit (kən sēt′), n. 1. an excessively favorable opinion of one's own ability, importance, wit, etc. 2. something that is conceived in the mind; a thought; idea: He jotted down the conceits of his idle hours. 3. imagination; fancy. 4. a fancy; whim; fanciful notion. 5. an elaborate, fanciful metaphor, esp. of a strained or far-fetched nature. 6. the use of such metaphors as a literary characteristic, esp. in poetry. 7. a fancy, purely decorative article. 8. Brit. Dial. a. favorable opinion; esteem. b. personal opinion or estimation. 9. Obs. the faculty of conceiving; apprehension. 10. out of conceit with, displeased or dissatisfied with. —v.t. 11. to flatter (esp. oneself). 12. Brit. Dial. to take a fancy to; have a good opinion of. 13. Obs. a. to imagine. b. to conceive; apprehend. [1350–1400; ME conceyte, conceipt, deriv. of conceive by analogy with deceive, deceit and receive, receipt; cf. AF conceite; see concept]
—Syn. 1. self-esteem, vanity, egotism, complacency. See pride. —Ant. 1. humility.

con·ceit·ed (kən sē′tid), adj. 1. having an excessively favorable opinion of one's abilities, appearance, etc. 2. Archaic. a. having an opinion. b. fanciful; whimsical. 3. Obs. intelligent; clever. [1535–45; conceit + -ed³] —con·ceit′ed·ly, adv. —con·ceit′ed·ness, n.
—Syn. 1. vain, proud, egotistical, self-important, self-satisfied.

con·ceiv·a·ble (kən sē′və bəl), adj. capable of being conceived; imaginable. [1425–75; late ME. See conceive, -able] —con·ceiv′a·bil′i·ty, con·ceiv′a·ble·ness, n. —con·ceiv′a·bly, adv.

con·ceive (kən sēv′), v., -ceived, -ceiv·ing. —v.t. 1. to form (a notion, opinion, purpose, etc.): He conceived the project while he was on vacation. 2. to form a no-

-brat·ing. —v.i. 1. to participate in a concelebration. —v.t. 2. to celebrate (a Eucharist or Mass) with other members of the clergy. [1565–75; < L concelebrātus, ptp. of concelebrāre; see com-, celebrate]

con·cel·e·bra·tion (kən sel′ə brā′shən, kon-), n. the celebration of a Eucharist or Mass by two or more members of the clergy. [1840–50; concelebrate + -ion]

con·cent (kən sent′), n. Archaic. concord of sound, voices, etc.; harmony. [1575–85; < L concentus harmony, chorus, lit., singing or playing together, equiv. to concen-, var. s. of concinere to sing together (con- con- + -cinere, comb. form of canere to sing; cf. chant) + -tus suffix of v. action]

con·cen·ter (kon sen′tər, kən-), v.t., v.i. to bring or converge to a common center; concentrate. Also, esp. Brit., concentre. [1585–95; < MF concentrer, equiv. to con- con- + centrer to center]

con·cen·trate (kon′sən trāt′), v., -trat·ed, -trat·ing, n. —v.t. 1. to bring or draw to a common center or point of union; converge; direct toward one point; focus: to concentrate one's attention on a problem; to concentrate the rays of the sun with a lens. 2. to put or bring into a single place, group, etc.: The nation's wealth had been concentrated in a few families. 3. to intensify; make denser, stronger, or purer, esp. by the removal or reduction of liquid: to concentrate fruit juice; to concentrate a sauce by boiling it down. 4. Mining. to separate (metal or ore) from rock, sand, etc., so as to improve the quality of the valuable portion. —v.i. 5. to bring all efforts, faculties, activities, etc., to bear on one thing or activity (often fol. by on or upon): to concentrate on solving a problem. 6. to come to or toward a common center; converge; collect: The population concentrated in one part of the city. 7. to become more intense, stronger, or purer. —n. 8. a concentrated form of something; a product of concentration: a juice concentrate. [1630–40; concentr(ic) + -ate¹; cf. F concentrer, It concentrare] —con·cen·tra·tive (kon′sən trā′tiv, kən sen′trə-), adj. —con′cen·tra′tive·ness, n. —con′cen·tra′tor, n.
—Syn. 1. See contract. —Ant. 1. dissipate, disperse. 5. diverge.

con·cen·trat·ed (kon′sən trā′tid), adj. 1. applied with all one's attention, energy, etc.: their concentrated efforts to win the election. 2. clustered or gathered together closely. 3. treated to remove or reduce an inessential ingredient, esp. liquid: concentrated orange juice. [1640–50; concentrate + -ed²]

con·cen·tra·tion (kon′sən trā′shən), n. 1. the act of concentrating; the state of being concentrated. 2. exclusive attention to one object; close mental application. 3. something concentrated: a concentration of stars. 4. Mil. a. the assembling of military or naval forces in a particular area in preparation for further operations. b. a specified intensity and duration of artillery fire placed on a small area. 5. the focusing of a student's academic program on advanced study in a specific subject or field. 6. Chem. (in a solution) a measure of the amount of dissolved substance contained per unit of volume. 7. Also called memory. Cards. a game in which all 52 cards are spread out face down on the table and each player in turn exposes two cards at a time and replaces them face down if they do not constitute a pair, the object being to take the most pairs by remembering the location of the cards previously exposed. [1625–35; concentr(ic) + -ation]

concentra′tion camp′, a guarded compound for the detention or imprisonment of aliens, members of ethnic minorities, political opponents, etc., esp. any of the camps established by the Nazis prior to and during World War II for the confinement and persecution of prisoners. [1900–05; applied orig. to camps where noncombatants were placed during the Boer War]

concentra′tion cell′, Physical Chem. a galvanic cell consisting of two electrodes of the same metal each in different concentrations of a solution of the same salt of that metal. [1895–1900]

con·cen·tre (kon sen′tər, kən-), v.t., v.i. -tred, -tring. Chiefly Brit. concenter.

con·cen·tric (kən sen′trik), adj. having a common center, as circles or spheres. Also, con·cen′tri·cal. [1350–1400; ME consentrik < ML concentricus. See con-, center, -ic] —con·cen′tri·cal·ly, adv. —con·cen·tric·i·ty (kon′sən tris′i tē, -sen-), n.

Con·cep·ción (kon′sep syōn′; Eng. kən sep′sē ōn′, -sep′shən), n. 1. a city in central Chile, near the mouth of the Bío-Bío River. 196,000. 2. a city in central Paraguay, on the Paraguay River. 19,238.

con·cept (kon′sept), n. 1. a general notion or idea; conception. 2. an idea of something formed by mentally combining all its characteristics or particulars; a construct. 3. a directly conceived or intuited object of thought. —v.t. 4. Informal. to develop a concept of; conceive: Experts pooled their talents to concept the new car. [1550–60; < L conceptum something conceived, orig. neut. of conceptus (ptp. of concipere), equiv. to concep- (var. s. of -cipere, comb. form of capere to seize) + -tus ptp. ending]

con·cep·ta·cle (kən sep′tə kəl), n. Biol. an organ or cavity enclosing reproductive bodies. [1605–15; < L conceptāculum, equiv. to concept(us) conceived (see concept) + -āculum ...] —con·cep·tac·u·lar

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comte (kônt), *n., pl.* **comtes** (kônt). *French.* count².

Comte (kômt; *Fr.* kônt), *n.* **(I·si·dore) Au·guste (Ma·rie Fran·çois)** (ē zē dôr′ ō gyst′ ma rē′ fräN swa′), 1798–1857, French founder of the philosophical system of positivism.

com·tesse (kôN tes′), *n., pl.* **-tesses** (-tes′). *French.* countess.

Com·ti·an (kom′tē ən, kôN′-), *adj.* **1.** Also, **Com′te·an.** of or pertaining to the philosophy of Auguste Comte. —*n.* **2.** a follower of the philosophy of Auguste Comte. [1850–55; A. COMTE + -IAN]

Comt·ism (kom′tiz əm, kôN′-), *n.* the philosophy of Auguste Comte; positivism. [1870–75; A. COMTE + -ISM] —**Com′tist,** *n., adj.*

Co·mus (kō′məs), *n.* an ancient Greek and Roman god of drinking and revelry. Also, **Komos.** [< L < Gk *kômos* revel; akin to COMEDY]

Com. Ver., Common Version (of the Bible).

con¹ (kon), *adv.* **1.** against a proposition, opinion, etc.: *arguments pro and con.* —*n.* **2.** the argument, position, arguer, or voter against something. Cf. **pro¹.** [1575–85; short for L *contrā* in opposition, against]

con² (kon), *v.t.,* **conned, con·ning. 1.** to learn; study; peruse or examine carefully. **2.** to commit to memory. [bef. 1000; ME *cunnen,* OE *cunnan* var. of CAN¹ in sense "become acquainted with, learn to know"]

con³ (kon), *v.,* **conned, con·ning,** *n. Naut.* —*v.t.* **1.** to direct the steering of (a ship). —*n.* **2.** the station of the person who cons. **3.** the act of conning. Also, **conn.** [1350–1400; earlier *cond,* apocopated var. of ME *condie, condue* < MF *cond(u)ire* < L *condūcere* to CONDUCT]

con⁴ (kon), *adj., v.,* **conned, con·ning,** *n. Informal.* —*adj.* **1.** involving abuse of confidence: *a con trick.* —*v.t.* **2.** to swindle; trick: *That crook conned me out of all my savings.* **3.** to persuade by deception, cajolery, etc. —*n.* **4.** a confidence game or swindle. **5.** a lie, exaggeration, or glib self-serving talk: *He had a dozen different cons for getting out of paying traffic tickets.* [1895–1900, *Amer.*; by shortening of CONFIDENCE]

con⁵ (kon), *n. Slang.* a convict. [1715–25; by shortening]

con⁶ (kon), *v.t.,* **conned, con·ning.** *Brit. Dial.* **1.** to strike, hit, or rap (something or someone). **2.** to hammer (a nail or peg). **3.** to beat or thrash a person with the hands or a weapon. [1890–95; perh. akin to F *cognée* hatchet, *cogner* to knock in, drive (a nail) home]

con-, var. of **com-** before a consonant (except *b, h, l, p, r*) and, by assimilation, before *n*: *convene; condone; connection.* [< L]

Con., 1. Conformist. 2. Consul.

con., 1. concerto. 2. conclusion. 3. connection. 4. consolidated. 5. consul. 6. continued. 7. against. [< L *contrā*]

CONAD (kon′ad), *n.* Continental Air Defense Command.

Co·na·kry (*Fr.* kô na krē′), *n.* a seaport in and the capital of Guinea, in NW Africa. 525,671 with suburbs. Also, **Konakri.**

con a·mo·re (kon ə môr′ē, -mōr′ē, -môr′ā, -mōr′ā, kōn; *It.* kôn ä mô′re), **1.** (*italics*) *Italian.* with love, tender enthusiasm, or zeal. **2.** tenderly and lovingly (used as a musical direction). [1730–40]

Co·nan (kō′nən), *n.* a male given name.

con a·ni·ma (kon an′ə mä′, kōn ä′nē mä′; *It.* kôn ä′nē mä), with spirit; animatedly (used as a musical direction). [1905–10; < It: lit., with spirit]

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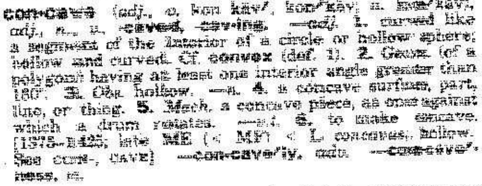
conc., 1. concentrate. 2. concentrated. 3. concentration. 4. concerning. 5. concrete.

con·cat·e·nate (kon kat′n āt′), *v.,* **-nat·ed, -nat·ing,** *adj.* —*v.t.* **1.** to link together; unite in a series or chain. —*adj.* **2.** linked together, as in a chain. [1425–75; late ME (adj.) < LL *concatēnātus* (ptp. of *concatēnāre*), [illegible] *concatēnātiōn-* (s. of *concatēnātiō*), equiv. to *concatēnāt(us)* CONCATENATE + *-iōn-* -ION]

con·cave (*adj., v.* kon kāv′, kon′kāv; *n.* kon′kāv), *adj., n., v.,* **-caved, -cav·ing.** —*adj.* **1.** curved like a segment of the interior of a circle or hollow sphere; hollow and curved. Cf. **convex** (def. 1). **2.** *Geom.* (of a polygon) having at least one interior angle greater than 180°. **3.** *Obs.* hollow. —*n.* **4.** a concave surface, part, line, or thing. **5.** *Mach.* a concave piece, as one against which a drum rotates. —*v.t.* **6.** to make concave. [1375–1425; late ME (< MF) < L *concavus* hollow. See CON-, CAVE] —**con·cave′ly,** *adv.* —**con·cave′ness,** *n.*



con·cav·i·ty (kon kav′i tē), *n., pl.* **-ties** for **2. 1.** the state or quality of being concave. **2.** a concave surface or thing; cavity. [1350–1400; ME *concavite* < LL *concavitāt-* (s. of *concavitās*). See CON-, CAVE, -ITY]

con·ca·vo-con·cave (kon kā′vō kon kāv′), *adj.* concave on both sides. [< L *concav(us)* + -O- + CONCAVE]

con·ca·vo-con·vex (kon kā′vō kon veks′), *adj.* **1.** Also, **convexo-concave.** concave on one side and convex on the other. **2.** *Optics.* pertaining to or noting a lens in which the concave face has a greater degree of curvature than the convex face. [1670–80; < L *concav(us)* + -O- + CONVEX]

con·ceal (kən sēl′), *v.t.* **1.** to hide; withdraw or remove from observation; cover or keep from sight: *He concealed the gun under his coat.* **2.** to keep secret; to prevent or avoid disclosing or divulging: *to conceal one's identity by using a false name.* [1275–1325; ME *conselen, concelen* < AF *conceler* < L *concēlāre,* equiv. to *con-* CON- + *cēlāre* to hide (akin to HULL²); Gk *koleón* scabbard (see COLEOPTERA); cf. OCCULT)] —**con·ceal′a·ble,** *adj.* —**con·ceal′a·bil′i·ty,** *n.* —**con·ceal′ed·ly,** *adv.* —**con·ceal′ed·ness,** *n.* —**con·ceal′er,** *n.*
—**Syn. 1.** See **hide¹.**

con·ceal·ment (kən sēl′mənt), *n.* **1.** the act of concealing. **2.** the state of being concealed. **3.** a means or place of hiding. [1275–1325; ME *concelement* < AF. See CONCEAL, -MENT]

con·cede (kən sēd′), *v.,* **-ced·ed, -ced·ing.** —*v.t.* **1.** to acknowledge as true, just, or proper; admit: *He finally conceded that she was right.* **2.** to acknowledge (an opponent's victory, score, etc.) before it is officially established: *to concede an election before all the votes are counted.* **3.** to grant as a right or privilege; yield: *to concede a longer vacation for all employees.* —*v.i.* **4.** to make concession; yield; admit: *She was so persistent that I conceded at last.* [1625–35; < L *concēdere,* equiv. to *con-* CON- + *cēdere* to withdraw, yield, CEDE] —**con·ced′ed·ly,** *adv.* —**con·ced′er,** *n.* —**con·ced′i·ble,** *adj.*
—**Syn. 1.** grant. —**Ant. 1.** deny. **3.** refuse.

con·ceit (kən sēt′), *n.* **1.** an excessively favorable opinion of one's own ability, importance, wit, etc. **2.** something that is conceived in the mind; a thought; idea: *He jotted down the conceits of his idle hours.* **3.** imagination; fancy. **4.** a fancy; whim; fanciful notion. **5.** an elaborate, fanciful metaphor, esp. of a strained or far-fetched nature. **6.** the use of such metaphors as a literary characteristic, esp. in poetry. **7.** a fancy, purely decorative article. **8.** *Brit. Dial.* **a.** favorable opinion; esteem. **b.** personal opinion or estimation. **9.** *Obs.* the faculty of conceiving; apprehension. **10.** **out of conceit with,** displeased or dissatisfied with. —*v.t.* **11.** to flatter (esp. oneself). **12.** *Brit. Dial.* to take a fancy to; have a good opinion of. **13.** *Obs.* **a.** to imagine. **b.** to conceive; apprehend. [1350–1400; ME *conceipt,* concept, deriv. of CONCEIVE by analogy with DECEIVE, DECEIT and RECEIVE, RECEIPT; cf. AF *conceite;* see CONCEPT]
—**Syn. 1.** self-esteem, vanity, egotism, complacency. See **pride.** —**Ant. 1.** humility.

con·ceit·ed (kən sē′tid), *adj.* **1.** having an excessively favorable opinion of one's abilities, appearance, etc. **2.** *Archaic.* **a.** having an opinion. **b.** fanciful; whimsical. **3.** *Obs.* intelligent; clever. [1535–45; CONCEIT + -ED³] —**con·ceit′ed·ly,** *adv.* —**con·ceit′ed·ness,** *n.*
—**Syn. 1.** vain, proud, egotistical, self-important, self-satisfied.

con·ceiv·a·ble (kən sē′və bəl), *adj.* capable of being conceived; imaginable. [1425–75; late ME. See CONCEIVE, -ABLE] —**con·ceiv′a·bil′i·ty, con·ceiv′a·ble·ness,** *n.* —**con·ceiv′a·bly,** *adv.*

con·ceive (kən sēv′), *v.,* **-ceived, -ceiv·ing.** —*v.t.* **1.** to form (a notion, opinion, purpose, etc.): *He conceived the project while he was on vacation.* **2.** to form a notion or idea of; imagine. **3.** to hold as an opinion; think; believe: *I can't conceive that it would be of any use.* **4.** to experience or form (a feeling): *to conceive a great love for music.* **5.** to express, as in words. **6.** to become pregnant with. **7.** to beget. **8.** to begin, originate, or [illegible]

[illegible] **-brat·ing.** —*v.i.* **1.** to participate in a [illegible] —*v.t.* **2.** to celebrate (a Eucharist or Mass) [illegible] members of the clergy. [1565–75; < L *concel*[illegible] ptp. of *concelebrāre;* see COM-, CELEBRATE]

con·cel·e·bra·tion (kon sel′ə brā′shən, kən-), [illegible] celebration of a Eucharist or Mass by two or [illegible] bers of the clergy. [1840–50; CONCELEBRATE [illegible]]

con·cent (kən sent′), *n. Archaic.* concord of voices, etc.; harmony. [1575–85; < L *concent*[illegible] mony, chorus, lit., singing or playing together [illegible] *concen-,* var. s. of *concinere* to sing together [illegible] + *-cinere,* comb. form of *canere* to sing; cf. [illegible] *-tus* suffix of v. action]

con·cen·ter (kon sen′tər, kən-), *v.t., v.i.* [illegible] converge to a common center; concentrate. Also, *Brit.,* **concentre.** [1585–95; < MF *concentrer,* [illegible] *con-* CON- + *centrer* to CENTER]

con·cen·trate (kon′sən trāt′), *v.,* **-trat·ed, -trat·ing,** *n.* —*v.t.* **1.** to bring or draw to a common [illegible] point of union; converge; direct toward one point: *to concentrate one's attention on a problem;* [illegible] *trate the rays of the sun with a lens.* **2.** to put [illegible] into a single place, group, etc.: *The nation's* [illegible] *been concentrated in a few families.* **3.** to [illegible] make denser, stronger, or purer, esp. by the [illegible] reduction of liquid: *to concentrate fruit juice;* [illegible] *trate a sauce by boiling it down.* **4.** *Mining.* to [illegible] (metal or ore) from rock, sand, etc., so as to [illegible] quality of the valuable portion. —*v.i.* **5.** to [illegible] efforts, faculties, activities, etc., to bear on one [illegible] activity (often fol. by *on* or *upon*): *to concentrate* [illegible] *ing a problem.* **6.** to come to or toward a common center; converge; collect: *The population concentrated* [illegible] *part of the city.* **7.** to become more intense, [illegible] purer. —*n.* **8.** a concentrated form of [illegible] product of concentration: *a juice concentrate.* [illegible] CONCENTR(IC) + -ATE¹; cf. F *concentrer,* It [illegible] —**con·cen·tra·tive** (kon′sən trā′tiv, kən sen′trə-), [illegible] —**con′cen·tra′tive·ness,** *n.* —**con′cen·tra′tor,** [illegible]
—**Syn. 1.** See **contract.** —**Ant. 1.** disperse. **5.** diverge.

con·cen·trat·ed (kon′sən trā′tid), *adj.* **1.** [illegible] with all one's attention, energy, etc.: *their* [illegible] *efforts to win the elections.* **2.** clustered or [illegible] gether closely. **3.** treated to remove or reduce [illegible] sential ingredient, esp. liquid: *concentrated* [illegible] [1680–90; CONCENTRATE + -ED²]

con·cen·tra·tion (kon′sən trā′shən), *n.* **1.** the [illegible] concentrating; the state of being concentrated. **2.** [illegible] sive attention to one object; close mental application. [illegible] something concentrated: *a concentration of* [illegible] *Mil.* **a.** the assembling of military or naval [illegible] particular area in preparation for further [illegible] a specified intensity and duration of artillery fire [illegible] on a small area. **5.** the focusing of a student's [illegible] program on advanced study in a specific subject [illegible] **6.** *Chem.* (in a solution) a measure of the amount of dissolved substance contained per unit of volume. [illegible] called **memory.** *Cards.* a game in which all [illegible] spread out face down on the table and each [illegible] turn exposes two cards at a time and replaces [illegible] down if they do not constitute a pair, the [illegible] take the most pairs by remembering the location [illegible] cards previously exposed. [1625–35; CONCENTR[illegible] -ATION]

concentra′tion camp′, a guarded compound [illegible] detention or imprisonment of aliens, members [illegible] minorities, political opponents, etc., esp. [illegible] camps established by the Nazis prior to and [illegible] World War II for the confinement and persecution [illegible] prisoners. [1900–05; applied orig. to camps [illegible] combatants were placed during the Boer War]

concentra′tion cell′, *Physical Chem.* [illegible] cell consisting of two electrodes of the same [illegible] in different concentrations of a solution of [illegible] of that metal. [1895–1900]

con·cen·tre (kon sen′tər, kən-), *v.t., v.i.,* [illegible] *Chiefly Brit.* concenter.

con·cen·tric (kən sen′trik), *adj.* having a [illegible] center, as circles or spheres. Also, **concen**[illegible] [1350–1400; ME *consentrik* < ML *concentric*[illegible] CON-, CENTER, -IC] —**con·cen′tri·cal·ly,** *adv.* [illegible] **cen·tric·i·ty** (kon′sən tris′i tē, -sen-), *n.*

Con·cep·ción (kôn′sep syôn′; *Eng.* kən sep′shən), *n.* **1.** a city in central Chile, near [illegible] of the Bío-Bío River. 196,000. **2.** a city in [illegible] guay, on the Paraguay River. 19,800.

con·cept (kon′sept), *n.* **1.** a general notion [illegible] conception. **2.** an idea of something formed by [illegible] combining all its characteristics or particulars [illegible] struct. **3.** a directly conceived or intuited [illegible] thought. —*v.t.* **4.** *Informal.* to develop a [illegible] conceive: *Experts pooled their talents to concept* [illegible] car. [1550–60; < LL *conceptum* something [illegible] orig. neut. of *conceptus* (ptp. of *concipere*), equiv. [illegible] *con-* + *-cep-* (var. s. of *-cipere,* comb. form of [illegible] seize) + *-tus* ptp. ending]

con·cep·ta·cle (kən sep′tə kəl), *n. Biol.* [illegible] cavity enclosing reproductive bodies. [1605–15; [illegible] *conceptāculum* receptacle, equiv. to *concept(us)* conceived [illegible] *-cept*) + *-āculum* (see RECEPTACLE)] —**con·cep·tac·u·lar** (kon′sep tak′yə lər), *adj.*

con′cept art′. See **conceptual art.**

con·cep·tion (kən sep′shən), *n.* **1.** the act [illegible] [illegible] of being conceived. **2.** fertilized [illegible]

mem·o·ran·dum (mem′ə ran′dəm), *n., pl.* **-dums, -da** (-də). **1.** a short note designating something to be remembered, esp. something to be done or acted upon in the future; reminder. **2.** a record or written statement of something. **3.** an informal message, esp. one sent between two or more employees of the same company, concerning company business: *an interoffice memorandum.* **4.** *Law.* a writing, usually informal, containing the terms of a transaction. **5.** *Diplomacy.* a summary of the state of an issue, the reasons for a decision agreed on, etc. **6.** a document transferring title to goods but authorizing the return of the goods to the seller at the option of the buyer. [1400–50; late ME < L: something to be noted, n. use of neut. of *memorandus,* gerundive of *memorāre* to mention, tell]

me·mo·ri·al (mə môr′ē əl, -mōr′-), *n.* **1.** something designed to preserve the memory of a person, event, etc., as a monument or a holiday. **2.** a written statement of facts presented to a sovereign, a legislative body, etc., as the ground of, or expressed in the form of, a petition or remonstrance. —*adj.* **3.** preserving the memory of a person or thing; commemorative: *memorial services.* **4.** of or pertaining to the memory. [1350–1400; ME < LL *memoriāle,* n. use of neut. of L *memoriālis* for or containing memoranda. See MEMORY, -AL¹] —**me·mo′ri·al·ly,** *adv.*

Memo′rial Day′, **1.** Also called **Decoration Day.** a day, May 30, set aside in most states of the U.S. for observances in memory of dead members of the armed forces of all wars: now officially observed on the last Monday in May. **2.** any of several days, as April 26, May 10, or June 3, similarly observed in various Southern states. [1865–70, *Amer.*]

me·mo·ri·al·ist (mə môr′ē ə list, -mōr′-), *n.* **1.** a person who writes memorials. **2.** a person who writes memoirs. [1700–10; MEMORIAL + -IST]

me·mo·ri·al·ize (mə môr′ē ə līz′, -mōr′-), *v.t.,* **-ized, -iz·ing.** **1.** to commemorate. **2.** to present a memorial to. Also, esp. *Brit.,* **me·mo′ri·al·ise′.** [1790–1800; MEMORIAL + -IZE] —**me·mo′ri·al·i·za′tion,** *n.* —**me·mo′ri·al·iz′er,** *n.*

memo′rial park′, cemetery. [1915–20]

mem·o·ried (mem′ə rēd), *adj.* **1.** having a memory (usually used in combination): *short-memoried; long-memoried.* **2.** filled with memories: *a quiet, memoried town.* [1565–75; MEMORY + -ED³]

mem·o·rist (mem′ər ist), *n.* a person who has a remarkably retentive memory. [1675–85; MEMOR(Y) + -IST]

me·mo·ri·ter (mə môr′i tər, -ter, -mōr′-), *adv.* **1.** by heart; by memory. —*adj.* **2.** involving or requiring memorization: *the memoriter aspects of a college course.* [1605–15; < L, equiv. to *memori-* (s. of *memor*) mindful of + *-ter* adv. suffix]

mem·o·rize (mem′ə rīz′), *v.,* **-rized, -riz·ing.** —*v.t.* **1.** to commit to memory; learn by heart: *to memorize a poem.* —*v.i.* **2.** to learn by heart: *I've always been able to memorize easily.* Also, esp. *Brit.,* **mem′o·rise′.** [1585–95; MEMOR(Y) + -IZE] —**mem′o·riz′a·ble,** *adj.* —**mem′o·ri·za′tion,** *n.* —**mem′o·riz′er,** *n.*

mem·o·ry (mem′ə rē), *n., pl.* **-ries.** **1.** the mental capacity or faculty of retaining and reviving facts, events, impressions, etc., or of recalling or recognizing previous experiences. **2.** this faculty as possessed by a particular individual: *to have a good memory.* **3.** the act or fact of retaining and recalling impressions, facts, etc.; remembrance; recollection: *to draw from memory.* **4.** the length of time over which recollection extends: *a time within the memory of living persons.* **5.** a mental impression retained; a recollection: *one's earliest memories.* **6.** the reputation of a person or thing, esp. after death; fame: *a ruler of beloved memory.* **7.** the state or fact of being remembered. **8.** a person, thing, event, fact, etc., remembered. **9.** commemorative remembrance; commemoration: *a monument in memory of Columbus.* **10.** the ability of certain materials to return to an original shape after deformation. **11.** Also called **computer memory, storage.** *Computers.* **a.** the capacity of a computer to store information subject to recall. **b.** the components of the computer in which such information is stored. **12.** *Rhet.* the step in the classical preparation of a speech in which the wording is memorized. **13.** *Cards.* concentration (def. 7). [1275–1325; ME *memorie* < L *memoria,* equiv. to *memor* mindful, remembering + *-ia* -Y³]

mem′ory bank′, **1.** the complete records, archives, or the like of an organization, country, etc. **2.** the total of a person's memories or recollections. **3.** See **data bank** (def. 1). [1950–55]

mem′ory cell′, *Immunol.* any small, long-lived lymphocyte that has previously encountered a given antigen and that on reexposure to the same antigen rapidly initiates the immune response (**memory T cell**) or proliferates and produces large amounts of specific antibody (**memory B cell**): the agent of lasting immunity.

mem′ory lane′, the memory of one's past life likened to a road down which one may travel: *The class reunion was a trip down memory lane.* [1950–55]

mem′ory trace′, *Psychol.* engram. [1920–25]

its style of design. [the name was allegedly suggested to Ettore Sottsass, one of the group's founders, by the Bob Dylan song "Stuck Inside of Mobile with the Memphis Blues Again" on the evening of December 11, 1980]

Mem·phite (mem′fīt), *adj.* **1.** Also, **Mem·phit·ic** (mem fit′ik). of or pertaining to the ancient Egyptian city of Memphis. —*n.* **2.** Memphian (def. 1). [< Gk *Memphítēs* inhabitant of Memphis; see -ITE¹]

Mem·phre·ma·gog (mem′frē mā′gog), *n.* **Lake,** a lake on the boundary between the U.S. and Canada, between N Vermont and S Quebec. 30 mi. (48 km) long.

mem·sa·hib (mem′sä′ib, -sāb), *n.* (formerly, in India) a term of respect for a married European woman. [1855–60; < Hindi, equiv. to *mem* (< E MA'AM) + *sahib* master (< Ar *ṣāḥib*)]

men (men), *n.* pl. of **man.**

men-, var. of **meno-** before a vowel: *menarche.*

men·ace (men′is), *n., v.,* **-aced, -ac·ing.** —*n.* **1.** something that threatens to cause evil, harm, injury, etc.; a threat: *Air pollution is a menace to health.* **2.** a person whose actions, attitudes, or ideas are considered dangerous or harmful: *When he gets behind the wheel of a car, he's a real menace.* **3.** an extremely annoying person. —*v.t.* **4.** to utter or direct a threat against; threaten. **5.** to serve as a probable threat to; imperil. —*v.i.* **6.** to express or serve as a threat. [1250–1300; ME < MF < L *mināci̯a,* equiv. to *mināc-* (s. of *mināx*) jutting out, threatening + *-ia* -IA] —**men′ac·er,** *n.* —**men′ac·ing·ly,** *adv.*

men·ac·me (mə nak′mē, me nak′-), *n. Physiol.* the part of a female's life during which menstruation occurs. [MEN- + ACME]

me·nad (mē′nad), *n.* maenad.

men·a·di·one (men′ə dī′ōn), *n. Pharm.* a synthetic yellow crystalline powder, $C_{11}H_8O_2$, insoluble in water, used as a vitamin K supplement. Also called **vitamin K₃.** [1940–45; ME(THYL) + NA(PHTHALENE) + DI-¹ + -ONE]

Me·na·do (mə nä′dō), *n.* a seaport on NE Sulawesi, in NE Indonesia. 169,684. Also, **Manado.**

mé·nage (mā näzh′; *Fr.* mā nazh′), *n., pl.* **-nages** (-nä′zhiz; *Fr.* -nazh′). **1.** a domestic establishment; household. **2.** housekeeping. Also, **me·nage′.** [1250–1300; ME < F < VL **mansiōnāticum.* See MANSION, -AGE]

mé·nage à trois (mā näzh′ ä trwä′; *Fr.* mā nazh a trwä′), a domestic arrangement in which three people having sexual relations occupy the same household. [< F: household of three]

me·nag·er·ie (mə naj′ə rē, -nazh′-), *n.* **1.** a collection of wild or unusual animals, esp. for exhibition. **2.** a place where they are kept or exhibited. **3.** an unusual and varied group of people. [1705–15; < F: lit., housekeeping. See MÉNAGE, -ERY]

Men′ai Strait′ (men′ī), a strait between Anglesey Island and the mainland of NW Wales. 14 mi. (23 km) long.

Me·nam (me näm′), *n.* a former name of **Chao Phraya.**

Me·nan·der (mə nan′dər), *n.* 342?–291 B.C., Greek writer of comedies.

men·ar·che (mə när′kē, me-), *n. Physiol.* the first menstrual period; the establishment of menstruation. [1895–1900; MEN- + *archḗ* beginning] —**men·ar′che·al,** **men·ar′chi·al,** *adj.*

Me·nash·a (mə nash′ə), *n.* a city in E Wisconsin. 14,728.

me·nat (mā′nät), *n.* an amulet worn by certain Egyptians in ancient times to secure divine protection and to ensure fertility. [vocalization of Egyptian *mnyt*]

men·a·zon (men′ə zon′), *n. Chem.* a colorless, crystalline compound, $C_6H_{12}N_5O_2PS_2$, used as a systemic insecticide, esp. for control of aphids. [1960–65; METHYL) + (AMI)N(O)- + (TRIAZINE) + (THIO)PHO(ATE)]

men·chil·dren (men′chil′drən, -drin), *n.* pl. of **man-child.** Also, **men′chil′dren.**

Men·ci·us (men′shē əs), *n.* c380–289 B.C., Chinese philosopher. Also called **Mengtzu, Mengtse, Mengtze, Mengzi.**

Menck·en (meng′kən), *n.* **H(enry) L(ouis),** 1880–1956, U.S. writer, editor, and critic. —**Menck·e·ni·an** (meng kē′nē ən), *adj., n.*

mend (mend), *v.t.* **1.** to make (something broken, worn, torn, or otherwise damaged) whole, sound, or usable by repairing: *to mend old clothes; to mend a broken toy.* **2.** to remove or correct defects or errors in. **3.** to set right; make better; improve: *to mend matters.* —*v.i.* **4.** to progress toward recovery, as a sick person. **5.** (of broken bones) to grow back together; knit. **6.** to improve, as conditions or affairs. **7. mend sail,** *Naut.* to refurl sails that have been badly furled. Also, **mend the furl.** —*n.* **8.** the act of mending; repair or improvement. **9.** a mended place. **10. on the mend, a.** recovering from an illness. **b.** improving in general, as a state of affairs: *The breach between father and son is on the mend.* [1150–1200; ME *menden,* aph. var. of AMEND] —**mend′a·ble**

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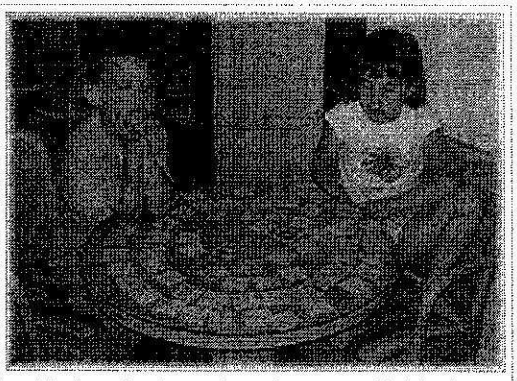
Concentration (game)

From Wikipedia, the free encyclopedia

Concentration, also known as **Memory**, **Pelmanism**, **Shinkei-suijaku**, **Pexeso** or simply **Pairs**, is a card game in which all of the cards are laid face down on a surface and two cards are flipped face up over each turn. The object of the game is to turn over pairs of matching cards. Concentration can be played with any number of players or as solitaire and is an especially good game for young children, though adults may find it challenging and stimulating as well. The scheme is often used in quiz shows and can be employed as an educational game.



Variously themed cards are available for players of all age groups.

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Rules

Concentration is traditionally played on the floor, though any table large enough to display all the cards will do. Any deck of playing cards may be used. The rules given here are for a standard deck of 52 cards, which are normally laid face down in 4 rows of 13 cards each. The two jokers may be included for a tableau of 6 rows of 9 cards each.

In turn each player chooses two cards and turns them face up. If they are of the same rank and color (e.g. 6 of hearts and 6 of diamonds, queen of clubs and queen of spades, or both jokers, if used) then that player wins the pair and plays again. If they are not of the same rank and color, they are turned face down again and play passes to the player on the left. The game ends when the last pair has been picked up. The winner is the person with the most pairs, and there may be a tie for first place.

Solitaire

Concentration may be played solo either as a leisurely exercise, or with the following scoring method: Play as normal, but keep track of the number of non-matching pairs turned over (this may be done using poker chips, pennies or by making marks on a sheet of paper). The object is to clear the tableau in the

Exhibit 1-G

Exhibit G

fewest number of turns, or to get the lowest possible score.

Strategy

Over the course of the game, it becomes known where certain cards are located, and so upon turning up one card players with good memory will be able to remember where they have already seen its pair.

Young children have a tendency to think they know where pairs are and to turn over the one they are sure of first, then be stumped finding its mate. A better strategy is to turn over a less certain card first, so that if wrong, one knows not to bother turning a more certain card over.

An ideal strategy can be developed if you assume players have perfect memory. For the **One Flip** variation below, this strategy is fairly simple. Before any turn in the game, there are t cards still in play, and n cards still in play but of known value. On your turn, you should flip over an unknown card. If this card matches one of the known cards, you should obviously flip up its match. Less obviously, if the card does not match any known card, you should still flip up one of the n known cards. The mathematics follow:

If you randomly flip one of the remaining unknown cards, you have a 1/(t-1-n) chance of getting a match, but you also have a n/(t-1-n) chance of providing your opponent with the information needed to make a match.

There are some exceptions to this rule that apply on the fringe cases, where $n = 0$ or 1 or towards the end of the game.

Variations

Many of these may be played in combination with one another:

- **Any Color**: A version especially good for young children where matching pairs need only be of the same rank, not the same color. When playing with jokers, these count double because they are more difficult to match.
- **One Flip**: Players who make a successful pair win these cards but do not go again until their next turn.
- **Zebra**: Pairs may only be formed by cards of the same rank, but **opposite** in color (so 7 of diamonds would match with a 7 of clubs or spades, but not a 7 of hearts)
- **Two Decks**: For a much longer game, shuffle together two 52-card decks and lay them out in 8 rows of 13 cards (9 rows of 12 cards if using jokers). Pairs must be identical (same rank and same suit, so the 10 of clubs would have to match the other 10 of clubs).
- **Two Decks Duel**: Duel is a two-player game where the playing field is divided into two separate parts. Each player shuffle a full 52-card deck and lay it out in 4 rows of 13 cards. The players cannot access each others' cards. Player one starts, flipping *one* card face-up, then player two selects *one* card from his/her own side. If the pair is a match, cards are removed, if not, they are flipped back. Pairs must be identical (same rank and same suit, so the 10 of clubs would have to match the other 10 of clubs). After every turn roles are exchanged, in this case: player two flips a card and player one answers.
- **Double Decker Checkerboard**: For a slightly easier version of the two-pack game, use decks with different backs and shuffle them separately. Deal them out in a checkerboard pattern (red,

blue, red, blue, etc.) The different backs help identify the position in the grid and significantly reduce the possibility of which cards will match.
- **Fancy**: The cards need not be laid out in a strict rectangular grid and many players have their own special layouts that include circular, triangular, or diamond-shaped formations. Dealers may select any layout they wish.
- **Spaghetti**: Same rules as standard concentration, only the cards are not laid out in neat rows. They are strewn randomly about on the floor. Spaghetti is a good alternative to 52 Pickup.

Concentration is not limited to playing cards. Many versions of the game that are designed for children may have different themes. In some computer versions, the cards may randomly move to increase the difficulty.

See also

- Concentration (game show)
- Classic Concentration

External links

- MemRoyal (http://www.trixon.se/cardic/memroyal) - a computer program of the game (requires Java).

Retrieved from "http://en.wikipedia.org/wiki/Concentration_(game)"
Categories: Matching card games

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ALL ★ STAR PUZZLES

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Memory Games

Perfect memory equals a score of 100 in All-Star "Concentration."

Next Page | More Pages

Mammals

We hope this "Concentration" puzzle isn't too hairy for solvers.
Easy | Medium | Hard

Sports

The games we love to play and watch are in this sporting match game.
Easy | Medium | Hard

Cakes

Remember to save room for dessert!
Easy | Medium | Hard

"P"

A potpourri of pictures of items whose names begin with "P" provides plenty of pairing pleasure.
Easy | Medium | Hard

The Presidents

Barack Obama joins the 42 Americans who have previously served in the highest office in the land.
Easy | Medium | Hard

ADVERTISEMENT

"C"

... how well you can remember and pair the items whose names begin with the Letter C.
Easy | Medium | Hard

Stamps

You don't have to be a philatelist to appreciate the art of U. S. postal stamps.
Easy | Medium | Hard

Yellow Is the Color

... of the wide variety of objects in this Concentration game. This Memory Match is no lemon!!!
Easy | Medium | Hard

Faces

Some are famous, some are pure fantasy, but all these Faces make a fun *Memory Match*.
Easy | Medium | Hard

Exhibit H

Exhibit 1-H

The Birds
Our feathered friends make a fine puzzle for *Memory Match* fans.
Easy | Medium | Hard

Challenger Memory Match: In Whole and Part
In this harder game of concentration, match the image with the scene containing it.
Easy | Medium | Hard

Bright Stuff
The objects in this Memory Game have one thing in common: their cheerful colors will brighten your day.
Easy | Medium | Hard

Eatz
How many trillion times have we enjoyed the fare in these All-American eateries?
Easy | Medium | Hard

Bunches of Stuff
An eclectic *Memory Game*: match these pictures of bunches of a bunch of stuff.
Easy | Medium | Hard

Breakfast Cereals
Not just the "Breakfast of Champions" but Cereals for every person's palate make this *Memory Puzzle* a "Good morning!" match.
Easy | Medium | Hard

"Signs, Signs"
"... Everywhere a sign," sang the Five Man Electrical Band--and they could have been singing about this *Memory Match* of all kinds of signs.
Easy | Medium | Hard

Christmas Ornaments
"Decorations of red, on a green Christmas tree" meant a "Blue Christmas" for Elvis, but our decorations of many colors mean a bright Christmas for *Memory Game* players.
Easy | Medium | Hard

I'll Huff And I'll Puff
... but I won't be able to blow down any of the buildings in **All-Star Puzzles**' concentration puzzle.
Easy | Medium | Hard

Butterflies, Etc.
Fluttering, crawling, buzzing, hopping ... through our yard and into this colorful *Memory Game* puzzle.

Easy | Medium | Hard

Cars, Vans, SUVs, and Pickups
Concentrate on your driving and and pair the personal vehicles in this picture puzzle.
Easy | Medium | Hard

More Memory Games
More recent puzzles have higher numbers.

Next Page

37-18 17-1

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Google Search

Concentration / Memory - Card Game Rules

A simple game that can be enjoyed by a variety of ages.

By Erik Arneson, About.com Guide

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Enter email address SIGN UP
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See More About: card game rules

Concentration, also known as Memory, is a great family card game. It's easy to make the game easier or more difficult, and younger players tend to be able to compete with older players because they generally excel at memory-based games.

Players

1 to 6 players.

Deck

Standard 52-card deck.

Goal

To collect the most pairs of cards.

Setup

Shuffle the cards and lay them on the table, face down, in a pattern (e.g. 4 cards x 13 cards).

Gameplay

The youngest player goes first. Play then proceeds clockwise.

On each turn, a player turns over two cards (one at a time) and keeps them if they match numbers. If they successfully match a pair of numbers, that player also gets to take another turn.

When a player turns over two cards that do not match numbers, those cards are turned face down again and it becomes the next player's turn.

Variants

To make the game easier, cards can be removed in sets of 4 (e.g. all of the 2s and 3s).

To make the game more difficult, require players to match both numbers and colors, as opposed to just numbers. (e.g. The King of hearts would match the King of diamonds – but neither of those cards would match the King of clubs.)

Scoring for 1 player

Time yourself to see how fast you can find all of the matching pairs. Compete with yourself by trying to get a faster time in a second game.

Exhibit I

Scoring for 2 to 4 players

Players keep each pair they find. At the end of the game, each pair scores one point.

Winning

When all the pairs have been found, the player with the most points wins.

Explore Board / Card Games

See More About:
- card game rules

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Most Popular
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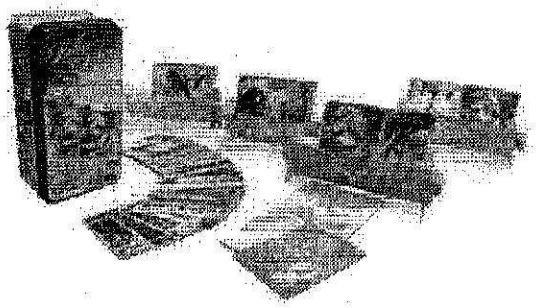
Top 10 Family Games
Poker Hands - Best to Worst
Play Scrabble Online

Bella Sara Memory Card Game

by MasterPieces



Toys and Games

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About This Item

Description

Bella Memory Match Game is featured in unique barn shaped packaging.

Game includes 32 horse shaped playing cards, 4 card holders and playing instructions to play two different games.

For ages 3 and up.

Product Details

- ISBN: 1400671132
- ISBN-13: 9781400671137
- Manufacturer: MasterPieces
- Sales Rank: 2,623

Related Categories

Card Games

Games

Ages 2-3

Ages 4-5

Customer Reviews

Customer Rating:

You May Also Like

There's a Moose in the House Card Game by Gamewrigl

Apples to Apples Crate Game by Mattel

Quiddler: Th Short Word Game by Set Enterprises

Slamwich 10th Anniversary Game Tin by Gamewrigl

Smart Ass Travel Game Tin by University Games

More by this Manufacturer

MasterPieces

Exhibit J

Exhibit 1-J

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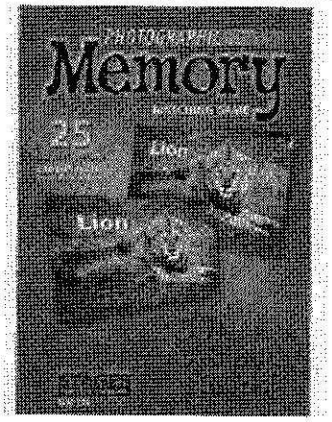
Need it by 12/24 or 12/31?

Satisfaction Guarantee
EASY to be HAPPY
This Week's Customer Satisfaction Rate:
92.6%

"I was not given the correct items on my order, called S&S and they were very good about getting me the items that I was missing!"
-Sarah M., 11/06/09

Home ▸ Photographic Memory Card Game, Animal Set (set of 5)



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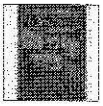
Familiar, real life images on every card!



Photographic Memory Card Game, Animal Set (set of 5)

A memory builder with a photographic twist!

- Match images on colorful, real photo cards.
- Contains 5 decks of 50 regular size cards.
- It's a fun, easy way to boost memory skills.
- 100% Happy Guarantee.

The Animal Set includes Pets, Animals, Sealife, Insects & Bugs, and On the Farm. read more

Item #: 17050 (set of 5)
In stock and ready to ship!

Now Only: $34.99 per set.
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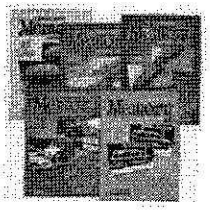
Photographic Memory Card Game, Basic Memory (set of 5)
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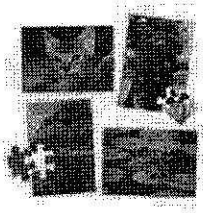
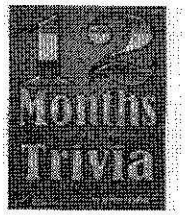
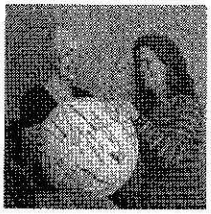

E-Z™ 28-pc. Puzzle Set A - 4 Asst. Designs (set of 4)
$24.99
Buy Now



12 Months of Trivia
$14.99
Buy Now


Toss 'n Talk-About™ Getting Acquainted Ball
$12.99
Buy Now

Product Details | Customer Reviews | Contact Us | Our Experts Suggest

Product details:

A fun way to boost memory-building skills, with a great new photographic twist! Clients match images on colorful, real photo cards. Each set contains 5 decks of 50 regular size cards. The Animal Set includes Pets, Animals, Sealife, Insects & Bugs, and On the Farm.

Related Categories:
Therapy and Rehab : Cognitive Therapy : Matching & Discrimination
Ed Supplies & Early Childhood : Educational Games : Educational Games
Ed Supplies & Early Childhood : Puzzles : Early Learning Puzzles
Games : Card Games

Quantity Per Set: 5
UPC code: 817240002202
Shipping Weight: 0.76 lbs
2009 Primelife Catalog: pg 30

Looking for Photographic Memory Card Game? S&S, your one-stop super store for art and craft supplies, kids crafts, youth

Exhibit 1-K

Exhibit K

To read more testimonials or to leave your own- Click Here

sports equipment and physical education equipment. Check out our party supplies, novelties and holiday decorations and terrific line of educational supplies, including early childhood resources. Photographic Memory Card Game is the perfect choice!

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Phone: 1-800-288-9941
Fax: 1-800-566-6678

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MakingLearningFun

DLTK's Custom Memory Cards

Ready? Click here to begin

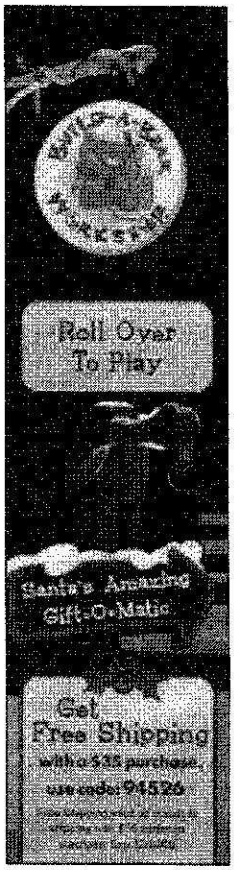
After we made the bingo cards a number of viewers requested custom cards that people could use to play a memory/concentration game or a game like "Go Fish".

So this is what we came up with. You can print a basic set of 12 cards (6 different images) or a more advanced set of 24 cards (12 different images) Remember that you need to print 2 copies of each template so that you have 2 of each image to match up.

If you would like to make your cards more durable you may want to:

- print them on heavier weight paper
- print on regular paper and glue it to a frozen juice can lid (you can store in a pringles container)
- print on regular paper and glue it to light cardboard before your cut the cards out
- laminate them

Ready? Click here to begin



Click here for FAQ about our custom printables.

Exhibit L

Exhibit 1-L

MEMORY Toy Story Edition
Approx. Retail: $ 7.99
Item: 06449
Ages: 3 & Up

Where To Buy
Print

Your favorite toy box pals are back and ready for card-flipping action! Can you find Woody, Buzz Lightyear and the rest of the Toy Story stars? Flip over cards two at a time and see how many matching pairs you can find! And since it's simple to learn and quick to set up, MEMORY game adds more play to playtime.

Find the matching pairs of your favorite Toy Story characters! Includes 72 picture cards, plastic tray and instructions.

For 1 or more players. Ages 3 and up.

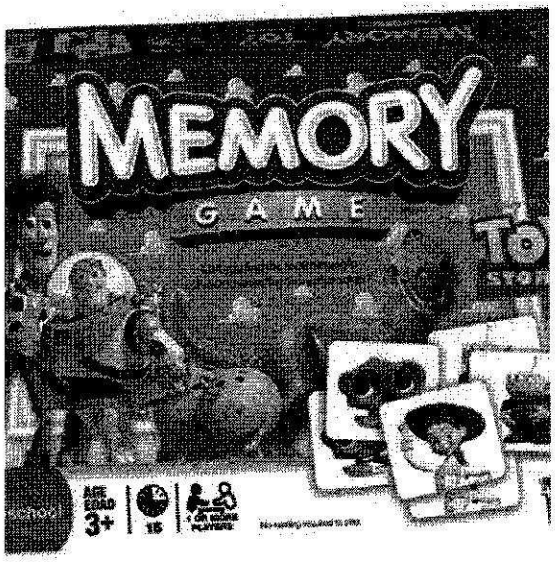


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Exhibit M

Exhibit 1-M

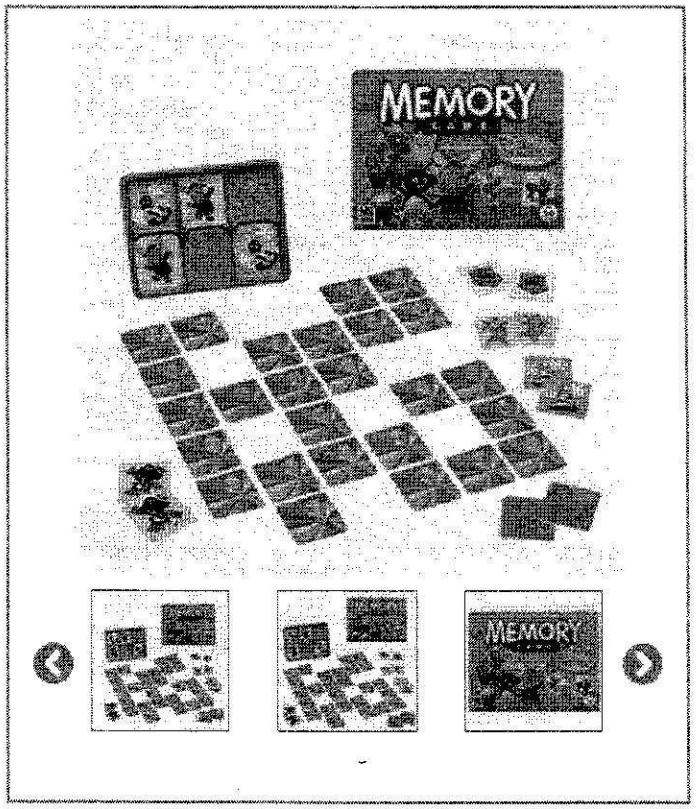
Shop

MEMORY - Backyardigans Edition

Approx. Retail: $8.99
Item: 42942
Ages: 3 to 6

Where To Buy
Print

Find the most pairs of matching cards and you win the game! Look for Pablo, Tyrone and Austin from the smash animated hit! The perfect way to blend matching, recall and fun time! Includes cards and storage tray. Card-matching game features favorite preschool characters from the Backyardigans TV show! 1 or more players Ages 3 and up.



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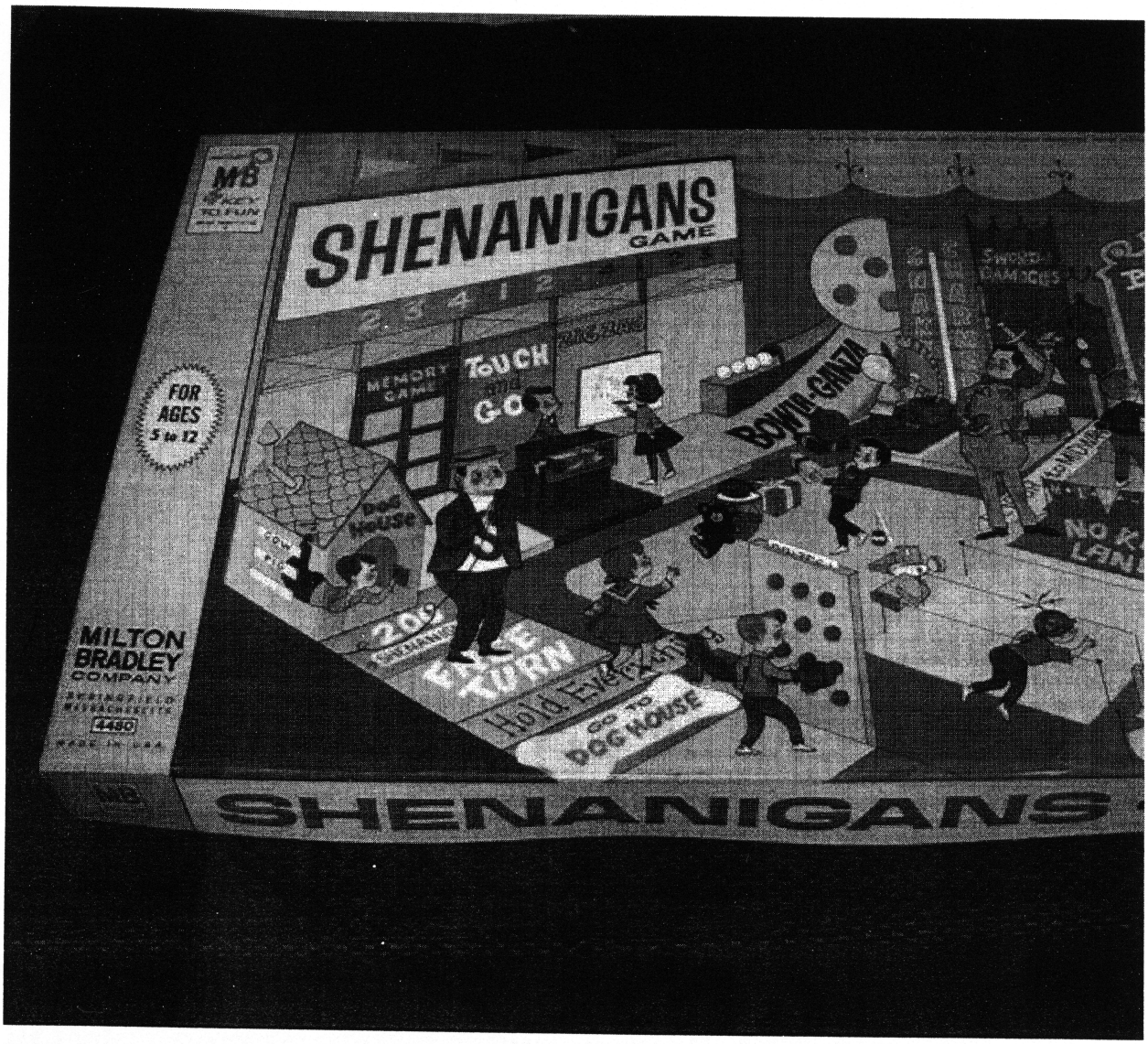


Exhibit N

Exhibit 1-N

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Application Serial No. 78/359,895
Filed: January 30, 2004
For the Mark: MEMORY MAGIC in International Class 28
Published in the Official Gazette: May 10, 2005 at TM 30

HASBRO, INC. Opposer, v. CREATIVE ACTION LLC, Applicant	Opposition No. 91/166487

DECLARATION OF WAYNE D. PORTER, JR.

WAYNE D. PORTER, JR., under penalty of perjury, declares as follows:

1. I am a member of the firm The Law Offices of Wayne D. Porter, Jr., attorney for Creative Action LLC ("Creative Action"), and am a member of the bar of the State of Ohio.

2. I submit this declaration based on personal knowledge in support of Creative Action LLC's Motion for Summary Judgment on Its Counterclaims.

3. Exhibit 1 attached to Creative Action's motion and accompanying brief is a true and correct copy of Requests for Admission that Creative Action LLC ("Creative Action") served on Hasbro, Inc. ("Hasbro") on December 3, 2009 electronically and by first class mail.

Exhibit 2

4. Exhibits 1-A through 1-N attached to Creative Action's motion and accompanying brief are true and correct copies of, and correspond to, Exhibits A through N in the Requests for Admission.

5. Exhibit 3 attached to Creative Action's motion and accompanying brief is a true and correct copy of document request no. 9 served by Creative Action on Hasbro on March 10, 2006.

6. Exhibit 4 (divided into sub-exhibits 4-A, 4-B, 4-C, 4-D, and 4-E due to file size limitations) attached to Creative Action's motion and accompanying brief is a true and correct copy of Milton-Bradley product catalogs produced by Hasbro on July 24, 2006 in response to Creative Action's document request no. 9.

7. Exhibit 5 (divided into sub-exhibits 5-A and 5-B due to file size limitations) attached to Creative Action's motion and accompanying brief is a true and correct copy of Hasbro product catalogs produced by Hasbro on July 24, 2006 in response to Creative Action's document request no. 9.

8. Exhibit 6 attached to Creative Action's motion and accompanying brief is a true and correct copy of a portion of Hasbro's web site on May 26, 2010 showing pages related to the Disney Edition memory game.

9. Exhibit 7 attached to Creative Action's motion and accompanying brief is a true and correct copy of a docket report in *Hasbro, Inc. v. MGA Entertainment, Inc.*, Case No. 1:06-CV--262-S-DLM printed on October 6, 2009.

10. Exhibit 8 attached to Creative Action's motion and accompanying brief is a true and correct copy of the final judgment entry in *Hasbro, Inc. v. MGA*

Entertainment, Inc., Case No. 1:06-CV--262-S-DLM, entered by the Court on October 24, 2008.

11. Exhibit 9 attached to Creative Action's motion and accompanying brief is a true and correct copy of a web page from "The Free Library" web site printed on or about October 6, 2009.

12. Exhibit 10 attached to Creative Action's motion and accompanying brief is a true and correct copy of a portion of the results of a Google search conducted for "memory card matching game" on May 27, 2010.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on May 27, 2010 in Cleveland, Ohio.

Wayne D. Porter, Jr.

Wayne D. Porter, Jr.

Webb & Tyler LLP, representative samples of products currently in Hasbro's product line using the MEMORY® mark.

Document Request No. 9.

All documents that comprise advertising or promotional material that advertises or promotes Hasbro's products and services identified by the mark MEMORY, including advertising, promotional literature, catalogues, brochures, and the like.

RESPONSE

Hasbro objects to this request as overbroad, unduly burdensome, duplicative of other requests, and as seeking information that is irrelevant and not reasonably calculated to lead to the discovery of admissible evidence. Subject to and without waiving the foregoing, Hasbro will produce responsive, relevant, non-confidential, non-privileged documents, if any, sufficient to show how Hasbro has advertised and promoted the MEMORY® brand.

Document Request No. 10.

All documents that relate to the intended sale of any of Hasbro's products and services identified by the mark MEMORY.

RESPONSE

Hasbro objects to this request as overbroad, unduly burdensome, vague and ambiguous, duplicative of other requests, and as seeking information that is irrelevant and not reasonably calculated to lead to the discovery of admissible evidence. Hasbro further objects to this request to the extent that it seeks confidential business information, proprietary information, or trade secrets of Hasbro. Inasmuch as Hasbro has in fact used the MEMORY® mark for over forty years, its intention to use it is a moot point.

Document Request No. 11.

All documents that establish Hasbro's advertising and promotional expenditures under the mark MEMORY.

Exhibit 3

Setting the pace for the future!

1980 Catalog

MILTON BRADLEY COMPANY • SPRINGFIELD

HM00008

Exhibit 4-A

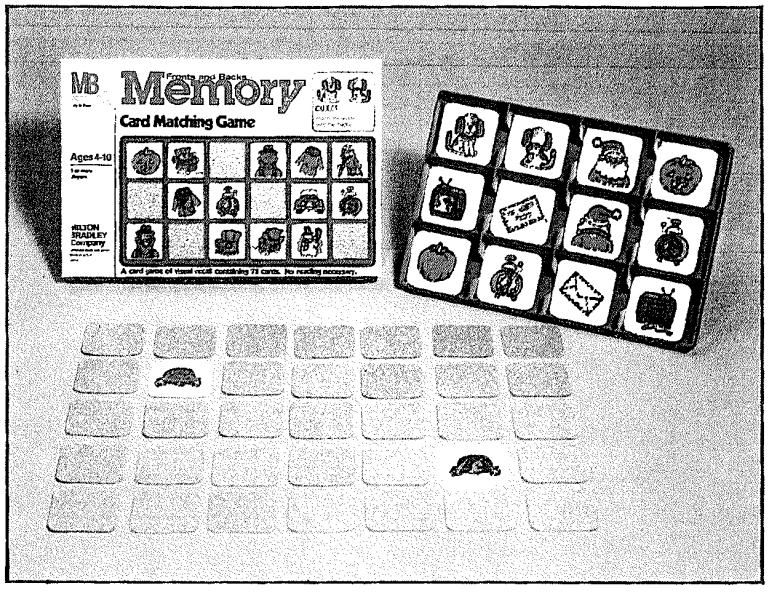
NEW FRONTS & BACKS MEMORY®

Ages: 4 to 10 **For 1 or more Players**

Great card matching game for younger folks. Object is to match the front with the back views of objects printed on colorful tiles. Players start with all tiles face-down and try to find corresponding pictures by flipping over two tiles each turn. Most matches at the end of the game wins.

CONTAINS: 36 matching pairs of cards and plastic card tray. Box size: 7¼" x 10¾" x 1½".

No. 4014 **Ctn. Quan. 12** **Ctn. Wt. 18 lbs.**



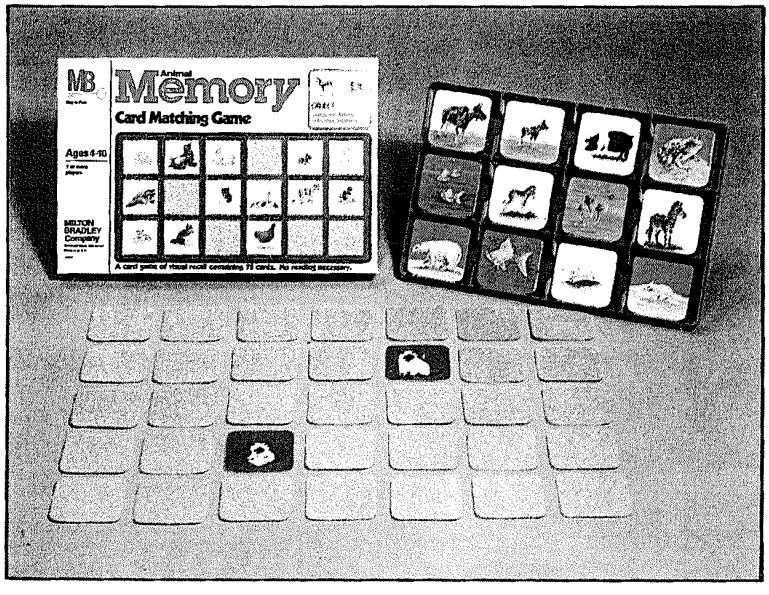
NEW ANIMAL FAMILIES MEMORY®

Ages: 4 to 10 **For 1 or more Players**

Another member of the Memory game family! Youngsters spread out all cards face-down, then take turns flipping over two cards each turn. Object is to match the pictures of young animals with those of their adult counterparts, e.g.: chick and chicken, colt and horse, puppy and dog, etc. Winner is the player with the most matching cards at the end.

CONTAINS: 36 matching pairs of cards and plastic card tray. Box size: 7¼" x 10¾" x 1½".

No. 4020 **Ctn. Quan. 12** **Ctn. Wt. 18 lbs.**



TV

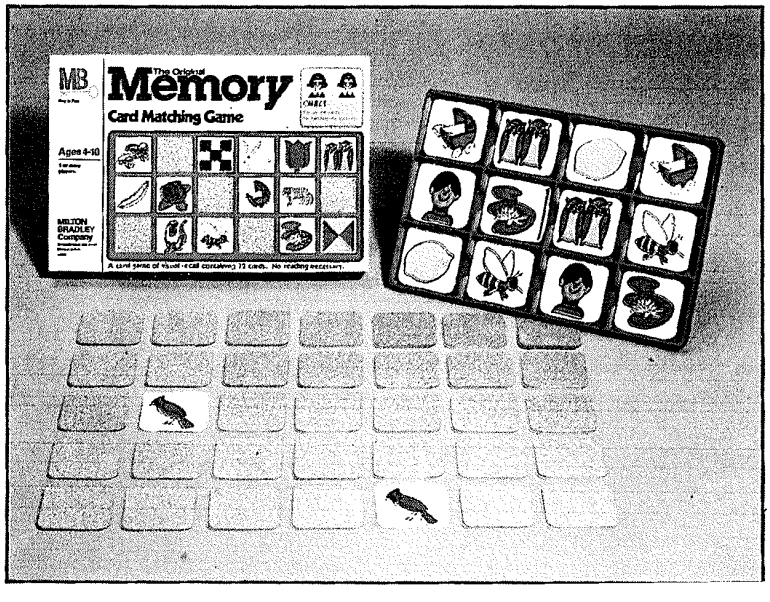
THE ORIGINAL MEMORY®

Ages: 4 to 10 **For 1 or more Players**

Here's a wonderfully entertaining game to test and improve memory skills. It's designed for ages 4 to 10 but it's so much fun adults will enjoy playing it too. In this fascinating picture matching game, players try to locate and collect matching pairs of cards. The player who succeeds in locating the most matched pairs is the winner.

CONTAINS: 36 matching pairs of cards and plastic card tray. Box size: 7¼" x 10¾" x 1½".

No. 4664 **Ctn. Quan. 12** **Ctn. Wt. 17 lbs.**



1981 CATALOG

FROM THE MILTON BRADLEY COMPANY

MILTON BRADLEY COMPANY • SPRINGFIELD, MASSACHUSETTS 01101

HM00010

TV

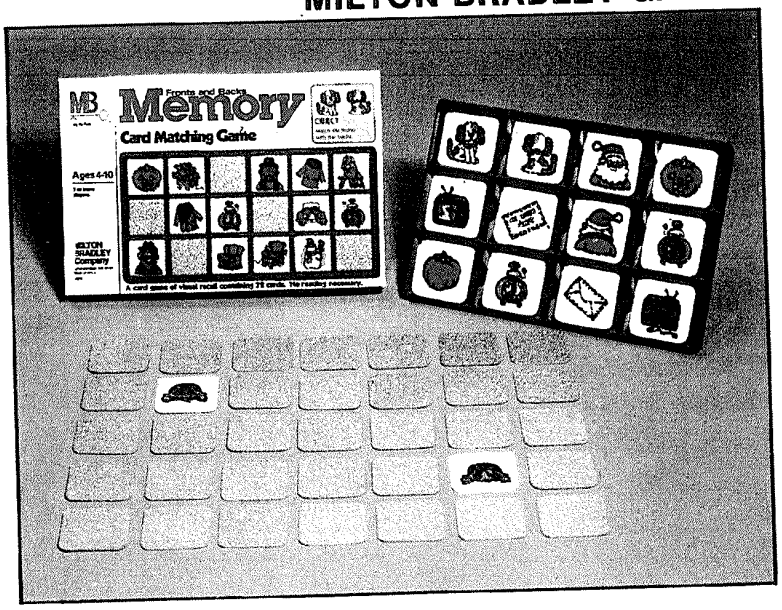
FRONTS & BACKS MEMORY®

Ages: 4 to 10 **For 1 or more Players**

Great card matching game for younger folks. Object is to match the front with the back views of objects printed on colorful tiles. Players start with all tiles face-down and try to find corresponding pictures by flipping over two tiles each turn. Most matches at the end of the game wins.

CONTAINS: 36 matching pairs of cards and plastic card tray. Box size: 7¼" x 10¾" x 1½".

No. 4014 **Ctn. Quan. 12** **Ctn. Wt. 13 lbs.**



TV

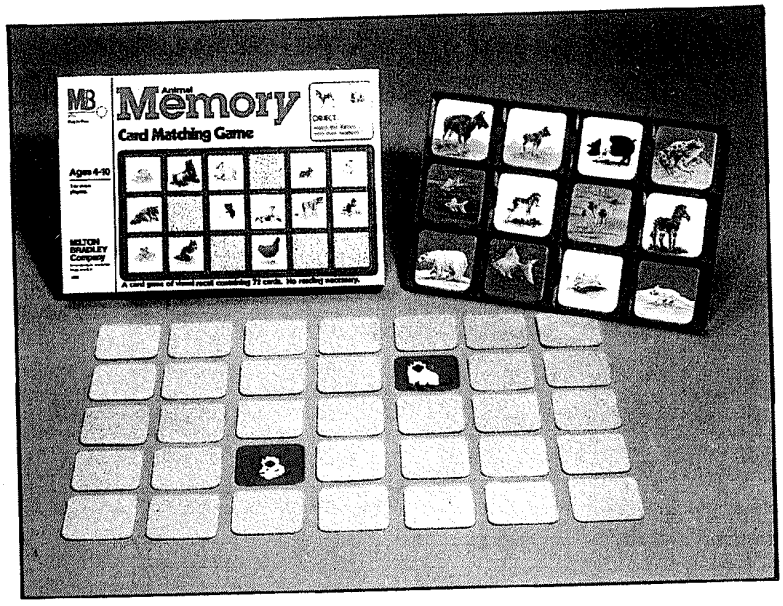
ANIMAL FAMILIES MEMORY®

Ages: 4 to 10 **For 1 or more Players**

Another member of the Memory game family! Youngsters spread out all cards face-down, then take turns flipping over two cards each turn. Object is to match the pictures of young animals with those of their adult counterparts, e.g.: chick and chicken, colt and horse, puppy and dog, etc. Winner is the player with the most matching cards at the end.

CONTAINS: 36 matching pairs of cards and plastic card tray. Box size: 7¼" x 10¾" x 1½".

No. 4020 **Ctn. Quan. 12** **Ctn. Wt. 13 lbs.**



TV

THE ORIGINAL MEMORY®

Ages: 4 to 10 **For 1 or more Players**

Here's a wonderfully entertaining game to test and improve memory skills. It's designed for ages 4 to 10 but it's so much fun adults will enjoy playing it too. In this fascinating picture matching game, players try to locate and collect matching pairs of cards. The player who succeeds in locating the most matched pairs is the winner.

CONTAINS: 36 matching pairs of cards and plastic card tray. Box size: 7¼" x 10¾" x 1½".

No. 4664 **Ctn. Quan. 12** **Ctn. Wt. 13 lbs.**

1982 CATALOG

FROM THE MILTON BRADLEY COMPANY

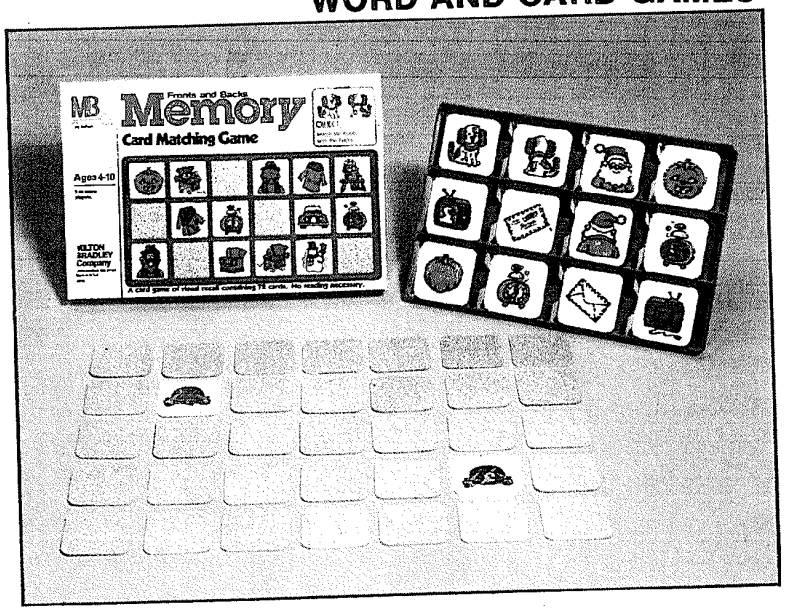
MILTON BRADLEY

ELECTRONICS MILTON BRADLEY

MB

MILTON BRADLEY COMPANY • SPRINGFIELD, MASSACHUSETTS 01101

HM00012



TV

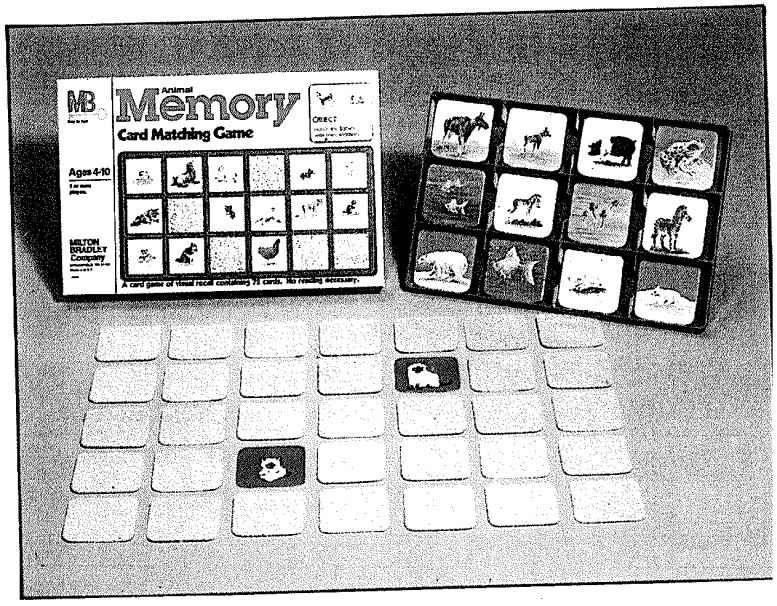
FRONTS & BACKS MEMORY®

Ages: 4 to 10 **For 1 or more Players**

Great card matching game for younger folks. Object is to match the front with the back views of objects printed on colorful tiles. Players start with all tiles face-down and try to find corresponding pictures by flipping over two tiles each turn. Most matches at the end of the game wins.

CONTAINS: 36 matching pairs of cards and plastic card tray. Box size: 7¼" x 10¾" x 1½".

No. 4014 **Ctn. Quan. 12** **Ctn. Wt. 13 lbs.**



TV

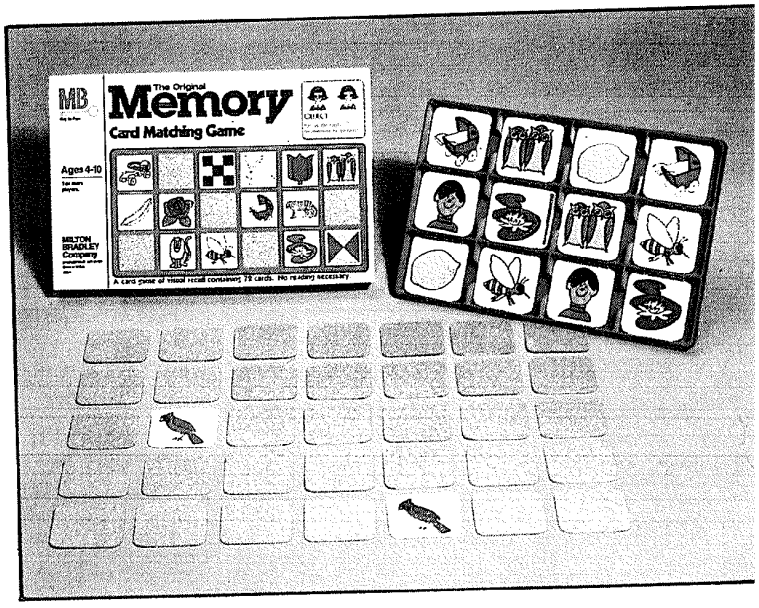
ANIMAL FAMILIES MEMORY®

Ages: 4 to 10 **For 1 or more Players**

Another member of the Memory game family! Youngsters spread out all cards face-down, then take turns flipping over two cards each turn. Object is to match the pictures of young animals with those of their adult counterparts, e.g.: chick and chicken, colt and horse, puppy and dog, etc. Winner is the player with the most matching cards at the end.

CONTAINS: 36 matching pairs of cards and plastic card tray. Box size: 7¼" x 10¾" x 1½".

No. 4020 **Ctn. Quan. 12** **Ctn. Wt. 13 lbs.**



TV

THE ORIGINAL MEMORY®

Ages: 4 to 10 **For 1 or more Players**

Here's a wonderfully entertaining game to test and improve memory skills. It's designed for ages 4 to 10 but it's so much fun adults will enjoy playing it too. In this fascinating picture matching game, players try to locate and collect matching pairs of cards. The player who succeeds in locating the most matched pairs is the winner.

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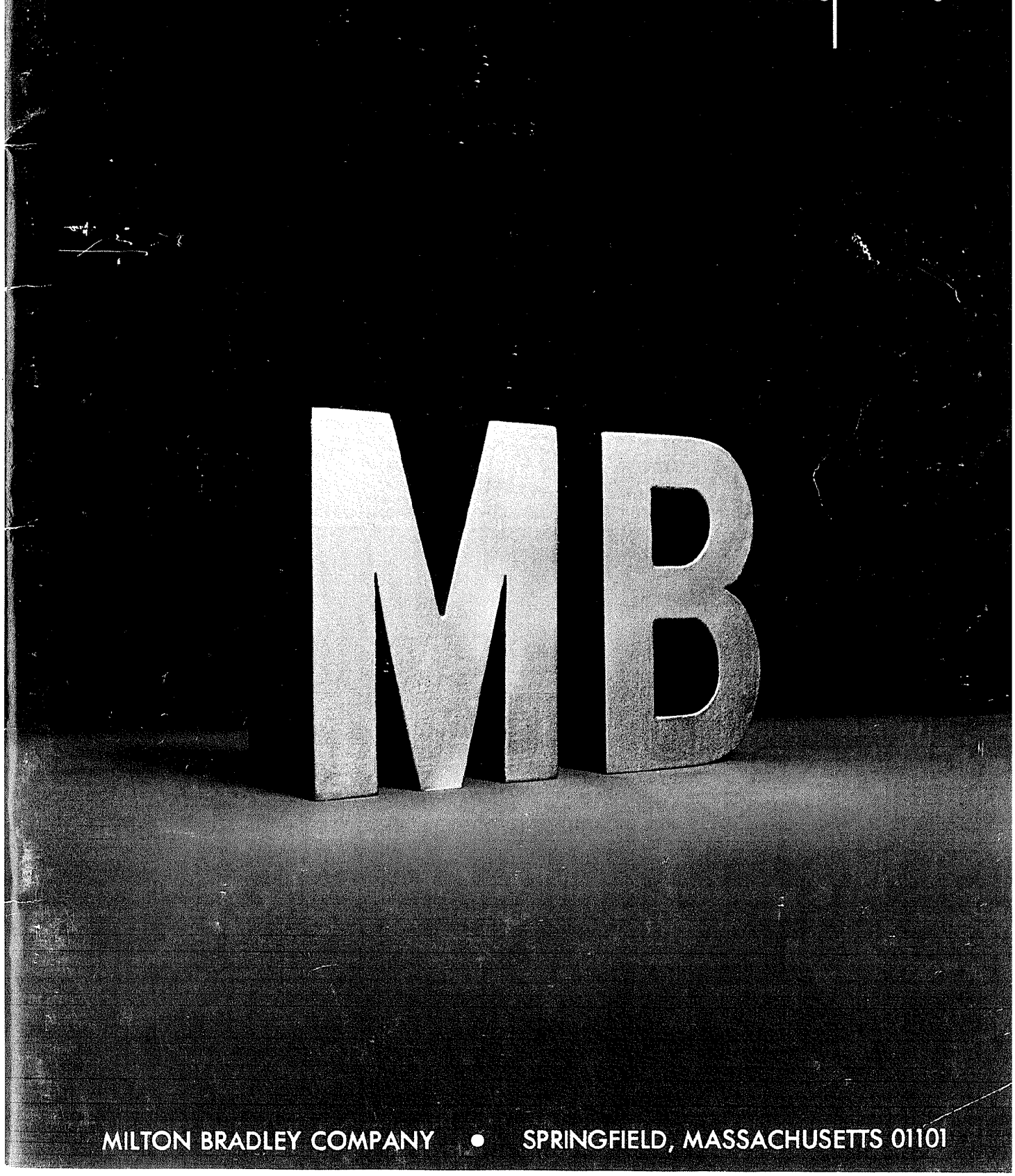
No. 4664 **Ctn. Quan. 12** **Ctn. Wt. 13 lbs.**

1983 CATALOG

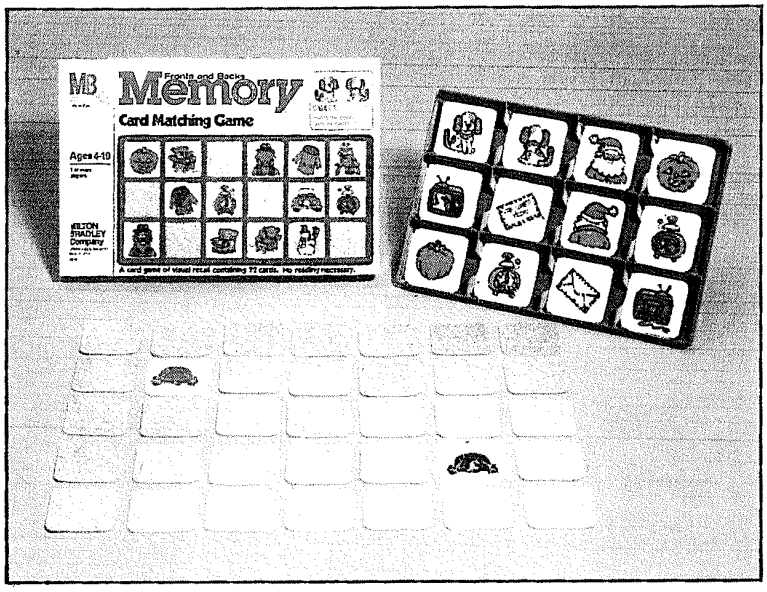
FROM THE MILTON BRADLEY COMPANY



MILTON BRADLEY COMPANY • SPRINGFIELD, MASSACHUSETTS 01101

HM00014

Exhibit 4-B



TV

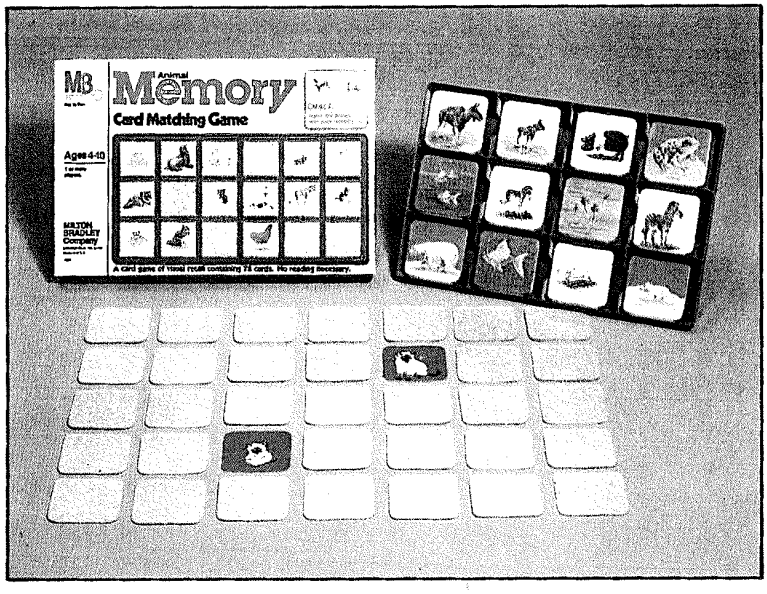
FRONTS & BACKS MEMORY®

Ages: 4 to 10 **For 1 or more Players**

Great card matching game for younger folks. Object is to match the front with the back views of objects printed on colorful tiles. Players start with all tiles face-down and try to find corresponding pictures by flipping over two tiles each turn. Most matches at the end of the game wins.

CONTAINS: 36 matching pairs of cards and plastic card tray. Box size: 7¼" x 10¾" x 1½".

No. 4014 **Ctn. Quan. 12** **Ctn. Wt. 13 lbs.**



TV

ANIMAL FAMILIES MEMORY®

Ages: 4 to 10 **For 1 or more Players**

Another member of the Memory game family! Youngsters spread out all cards face-down, then take turns flipping over two cards each turn. Object is to match the pictures of young animals with those of their adult counterparts, e.g.: chick and chicken, colt and horse, puppy and dog, etc. Winner is the player with the most matching cards at the end.

CONTAINS: 36 matching pairs of cards and plastic card tray. Box size: 7¼" x 10¾" x 1½".

No. 4020 **Ctn. Quan. 12** **Ctn. Wt. 13 lbs.**

TV

THE ORIGINAL MEMORY®

Ages: 4 to 10 **For 1 or more Players**

Here's a wonderfully entertaining game to test and improve memory skills. It's designed for ages 4 to 10 but it's so much fun adults will enjoy playing it too. In this fascinating picture matching game, players try to locate and collect matching pairs of cards. The player who succeeds in locating the most matched pairs is the winner.

CONTAINS: 36 matching pairs of cards and plastic card tray. Box size: 7¼" x 10¾" x 1½".

No. 4664 **Ctn. Quan. 12** **Ctn. Wt. 13 lbs.**

HM00015

new

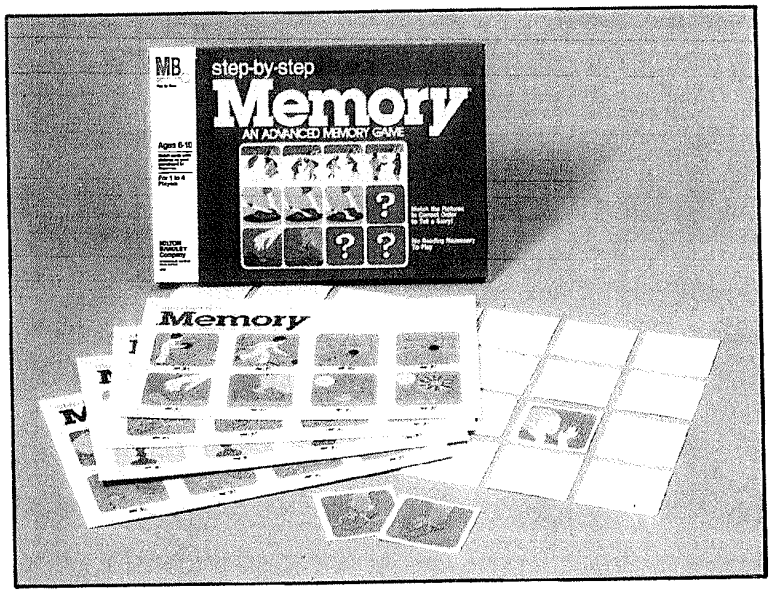
STEP-BY-STEP MEMORY®

Ages: 6 to 10 **For 1 to 4 Players**

An advanced memory game to complement our ever-popular Memory series! Children must assemble two sets of cards picturing a sequence of events, such as opening an umbrella in the rain or making a catch while fishing. Each turn, players turn over one card but may only pick it up if it's in the proper sequence, e.g. card #4 can't be taken until 1, 2, and 3 have been found.

CONTAINS: 4 picture boards, playing cards. Box size: 10" x 14⅜" x 1".

No. 4305 **Ctn. Quan. 12** **Ctn. Wt. 19 lbs.**



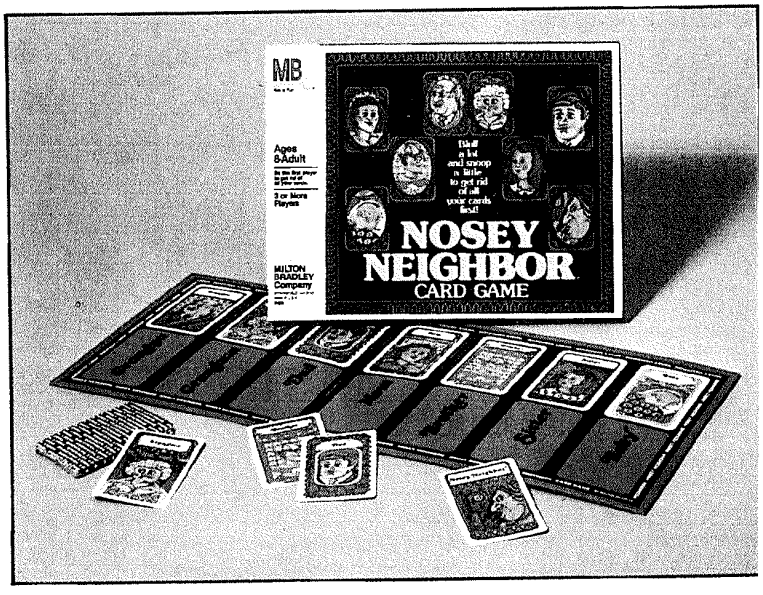
NOSEY NEIGHBOR®

Ages: 8 to Adult **For 3 or more Players**

Do you have the stuff to bluff in this hilarious card game? Object is to be first to lay down all your cards on the board according to the sequence indicated. As the cards are laid face-down on the board, you can sometimes bluff your way through, if you don't have the right card. But, get caught, and you have to pick up the whole row of cards discarded so far! As for the Nosey Neighbor Card, bluffing is the only way to get rid of it!

CONTAINS: Game board, playing cards. Box size: 9" x 11½" x 1".

No. 4103 **Ctn. Quan. 12** **Ctn. Wt. 11 lbs.**



HANGMAN™

Ages: 8 to Adult **For 2 Players**

Vincent Price, the undisputed master of macabre, stars in the commercial for this brainteasing word game for two players. Players spell a word of up to eight letters on the letter grid, turning each letter away from their opponent. Then, each player in turn tries to guess the identity of a letter in his or her opponent's unknown word. If the guess is correct, the letter must be exposed. If the guess is incorrect, the opponent turns a dial, and the man in the special viewing window is quickly one step closer to the gallows. Play continues until one of the words is guessed — or until one player is "hanged."

CONTAINS: Two self-contained plastic game boxes with viewing windows, and a generous supply of die-cut letter squares. Box size: 19" x 9½" x 1½".

No. 4623 **Ctn. Quan. 6** **Ctn. Wt. 13 lbs.**

1984 CATALOG

FROM THE MILTON BRADLEY COMPANY

MILTON BRADLEY COMPANY • SPRINGFIELD, MASSACHUSETTS 01101

HM00017

NEW

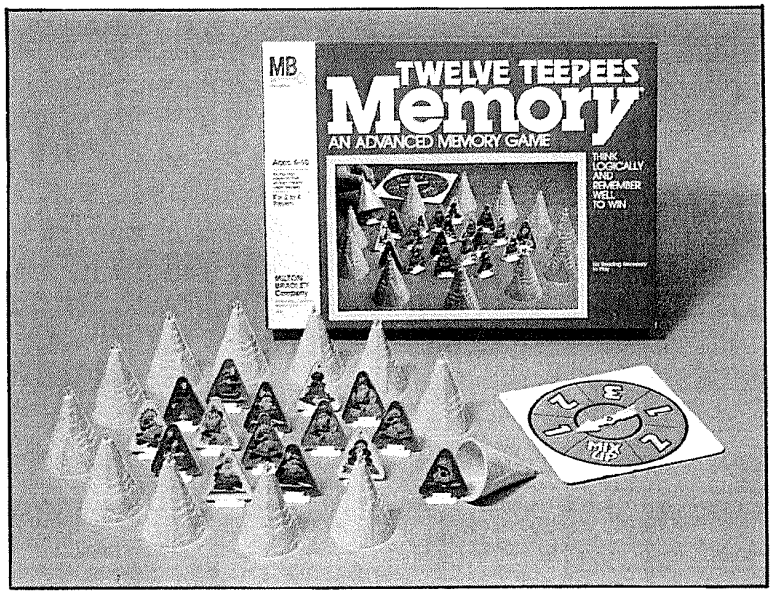
TWELVE TEEPEES MEMORY®

Ages: 6 to 10 **For 2 to 4 Players**

An advanced memory game for the younger set. The challenge of Twelve Teepees is to hide five Indian pawns of your color under five teepees. The teepees must either be empty or house opponents' Indians. To find just the right hiding place requires logical thinking, good memory skills . . . and just a bit of luck. Has all the fun of a hide-and-go-seek game!

CONTAINS: 12 plastic teepees, 20 pawns with bases, spinner. Box size: 9½" x 13" x 2".

No. 4405 **Ctn. Quan. 6** **Ctn. Wt. 7 lbs.**



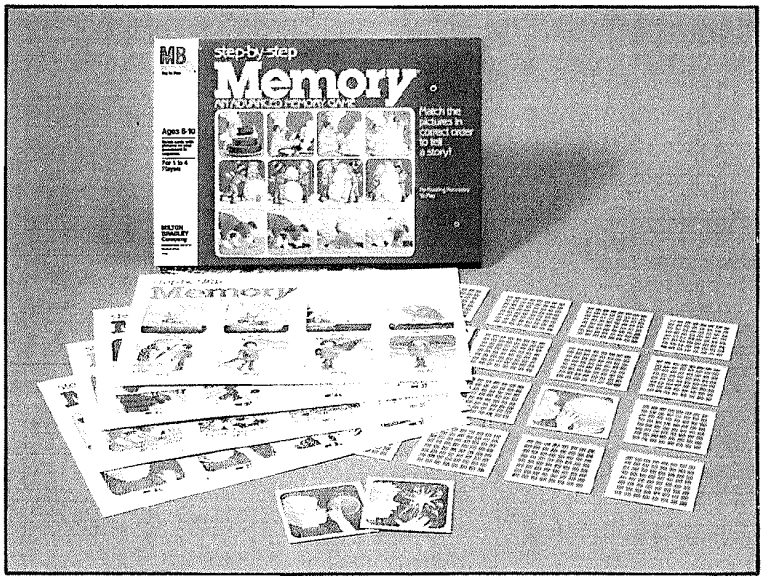
STEP-BY-STEP MEMORY®

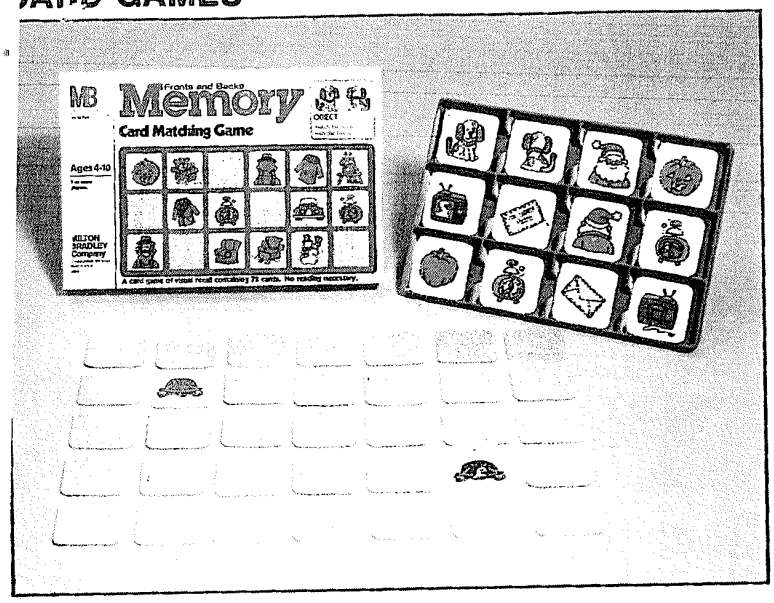
Ages: 6 to 10 **For 1 to 4 Players**

An advanced memory game to complement our ever-popular Memory series! Children must assemble two sets of cards picturing a sequence of events, such as opening an umbrella in the rain or making a catch while fishing. Each turn, players turn over one card but may only pick it up if it's in the proper sequence, e.g. card #4 can't be taken until 1, 2, and 3 have been found.

CONTAINS: 4 picture boards, playing cards. Box size: 10" x 14⅜" x 1".

No. 4305 **Ctn. Quan. 12** **Ctn. Wt. 16 lbs.**





TV

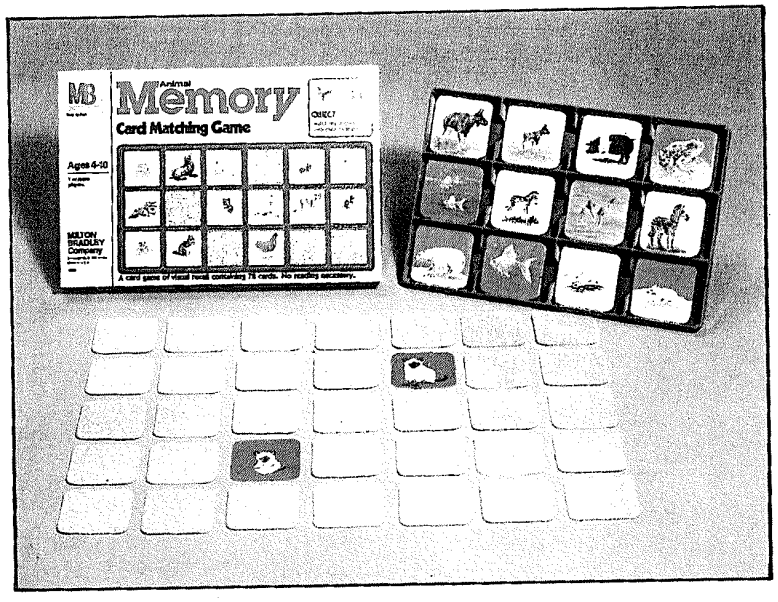
FRONTS & BACKS MEMORY®

Ages: 4 to 10 **For 1 or more Players**

Great card matching game for younger folks. Object is to match the front with the back views of objects printed on colorful tiles. Players start with all tiles face-down and try to find corresponding pictures by flipping over two tiles each turn. Most matches at the end of the game wins.

CONTAINS: 36 matching pairs of cards and plastic card tray. Box size: 7¼" x 10¾" x 1½".

No. 4014 **Ctn. Quan. 12** **Ctn. Wt. 13 lbs.**



TV

ANIMAL FAMILIES MEMORY®

Ages: 4 to 10 **For 1 or more Players**

Another member of the Memory game family! Youngsters spread out all cards face-down, then take turns flipping over two cards each turn. Object is to match the pictures of young animals with those of their adult counterparts, e.g.: chick and chicken, colt and horse, puppy and dog, etc. Winner is the player with the most matching cards at the end.

CONTAINS: 36 matching pairs of cards and plastic card tray. Box size: 7¼" x 10¾" x 1½".

No. 4020 **Ctn. Quan. 12** **Ctn. Wt. 13 lbs.**

TV

THE ORIGINAL MEMORY®

Ages: 4 to 10 **For 1 or more Players**

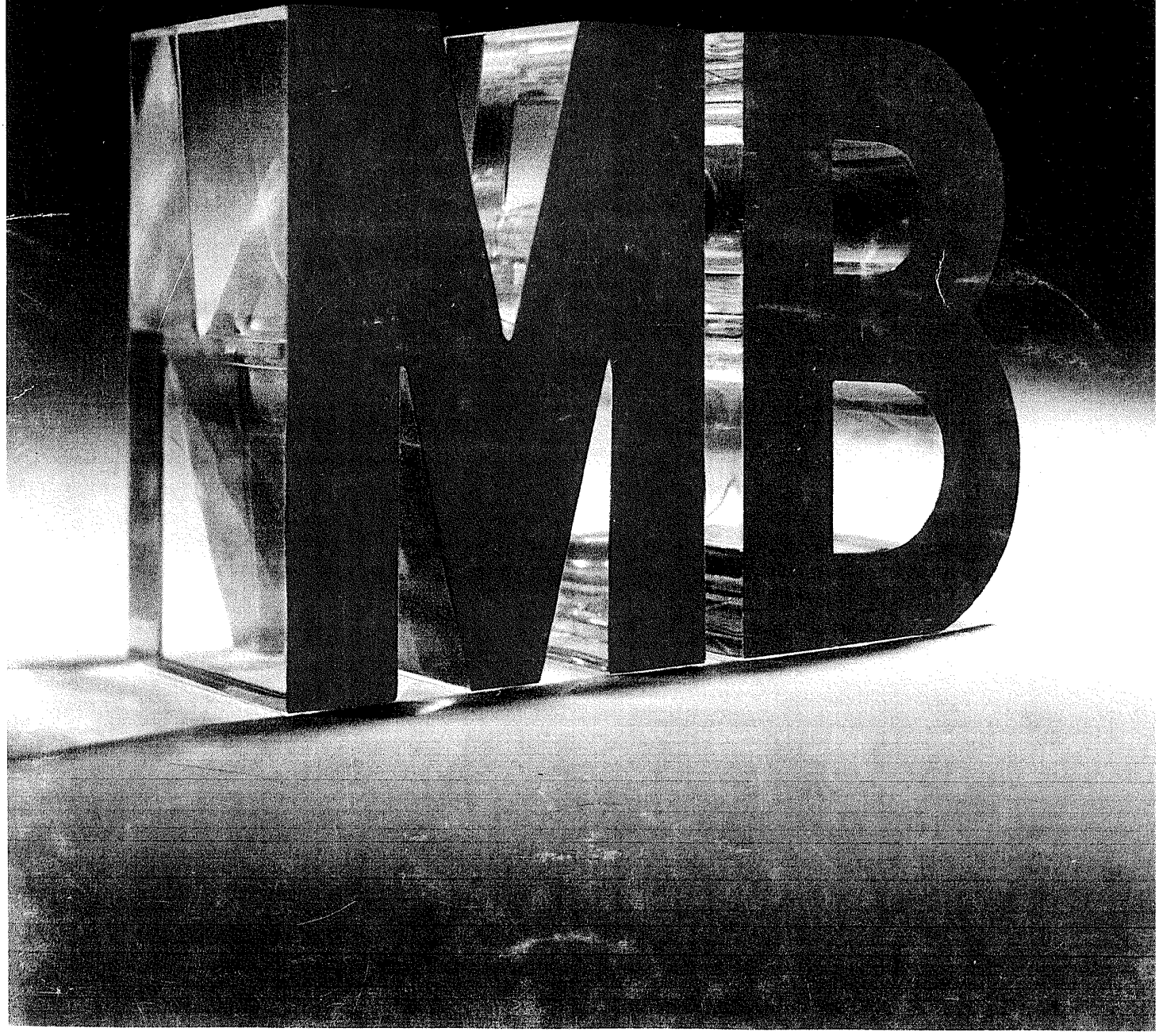
Here's a wonderfully entertaining game to test and improve memory skills. It's designed for ages 4 to 10 but it's so much fun adults will enjoy playing it too. In this fascinating picture matching game, players try to locate and collect matching pairs of cards. The player who succeeds in locating the most matched pairs is the winner.

CONTAINS: 36 matching pairs of cards and plastic card tray. Box size: 7¼" x 10¾" x 1½".

No. 4664 **Ctn. Quan. 12** **Ctn. Wt. 13 lbs.**

1985 CATALOG

FROM THE MILTON BRADLEY COMPANY



HM00020

TV

TWELVE TEEPEES MEMORY®

Ages: 6 to 10 **For 2 to 4 Players**

An advanced memory game for the younger set. The challenge of Twelve Teepees is to hide five Indian pawns of your color under five teepees. The teepees must either be empty or house opponents' Indians. To find just the right hiding place requires logical thinking, good memory skills . . . and just a bit of luck. Has all the fun of a hide-and-go-seek game!

CONTAINS: 12 plastic teepees, 20 pawns with bases, spinner. Box size: 9½" x 13" x 2".

No. 4405 **Ctn. Quan. 6** **Ctn. Wt. 7 lbs.**

TV

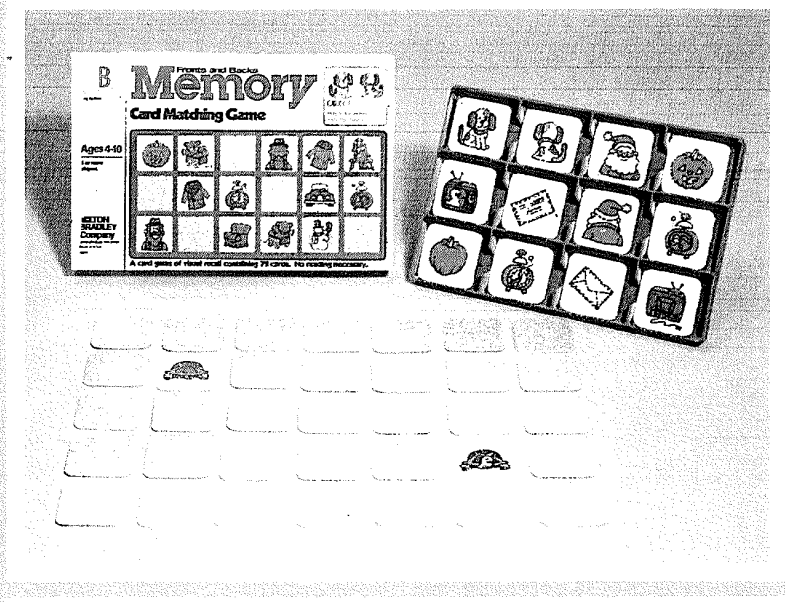
STEP-BY-STEP MEMORY®

Ages: 6 to 10 **For 1 to 4 Players**

An advanced memory game to complement our ever-popular Memory series! Children must assemble two sets of cards picturing a sequence of events, such as opening an umbrella in the rain or making a catch while fishing. Each turn, players turn over one card but may only pick it up if it's in the proper sequence, e.g. card #4 can't be taken until 1, 2, and 3 have been found.

CONTAINS: 4 picture boards, playing cards. Box size: 10" x 14⅜" x 1".

No. 4305 **Ctn. Quan. 12** **Ctn. Wt. 16 lbs.**



TV

FRONTS & BACKS MEMORY®

Ages: 4 to 10 **For 1 or more Players**

Great card matching game for younger folks. Object is to match the front with the back views of objects printed on colorful tiles. Players start with all tiles face-down and try to find corresponding pictures by flipping over two tiles each turn. Most matches at the end of the game wins.

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No. 4014 **Ctn. Quan. 12** **Ctn. Wt. 13 lbs.**

TV

ANIMAL FAMILIES MEMORY®

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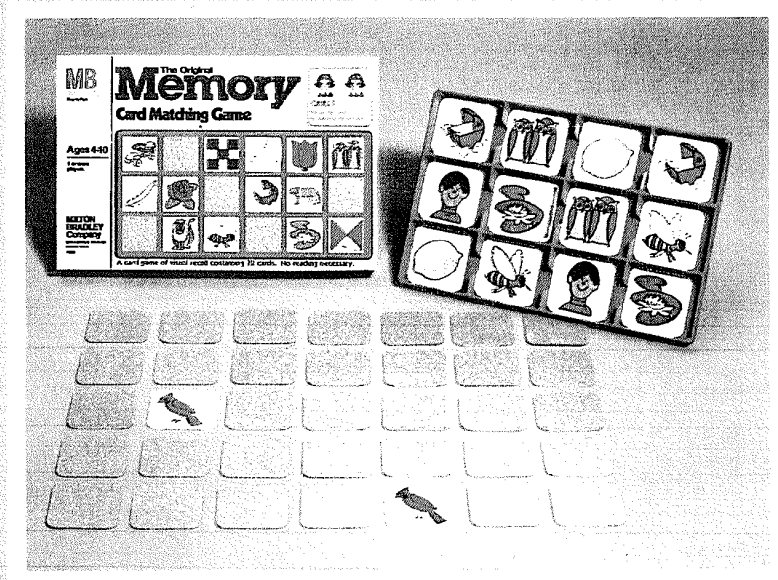
CONTAINS: 36 matching pairs of cards and plastic card tray. Box size: 7¼" x 10¾" x 1½".

No. 4020 **Ctn. Quan. 12** **Ctn. Wt. 13 lbs.**



THE ORIGINAL MEMORY® TV

Ages: 4 to 10 **For 1 or more Players**

Here's a wonderfully entertaining game to test and improve memory skills. It's designed for ages 4 to 10 but it's so much fun adults will enjoy playing it too. In this fascinating picture matching game, players try to locate and collect matching pairs of cards. The player who succeeds in locating the most matched pairs is the winner.

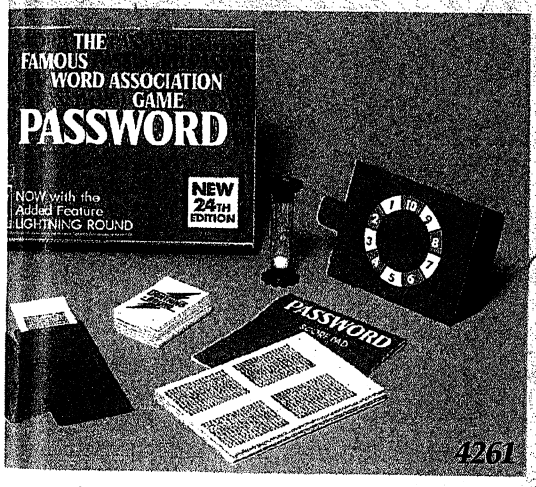
CONTAINS: 36 matching pairs of cards and plastic card tray. Box size: 7¼" x 10¾" x 1½".

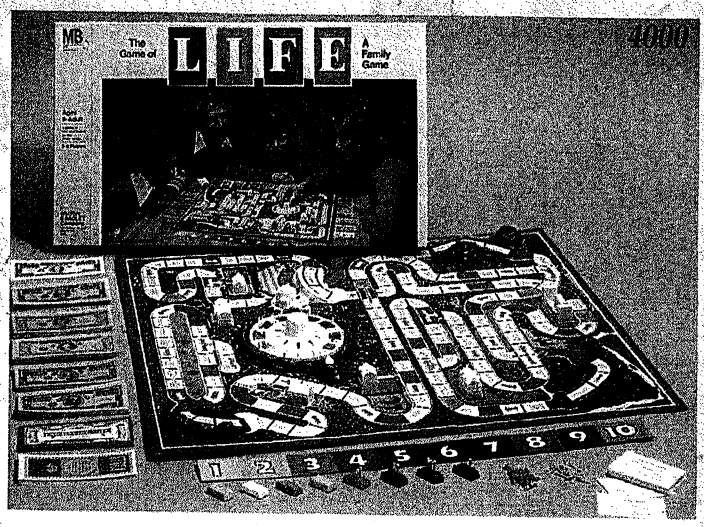
No. 4664 **Ctn. Quan. 12** **Ctn. Wt. 13 lbs.**

1985
HASBRO BRADLEY
GIFT COLLECTION

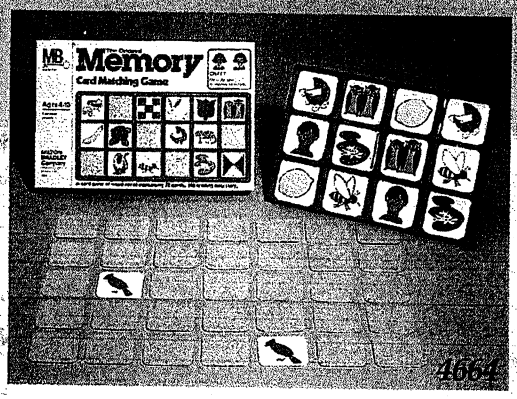
HM00023

THE TWO STAGE TRIVIA GAME
Stage II
4518


THE FAMOUS WORD ASSOCIATION GAME
PASSWORD
NOW with the Added Feature LIGHTNING ROUND
NEW 24TH EDITION
PASSWORD
4261


MB
The Game of LIFE
A Family Game
4000

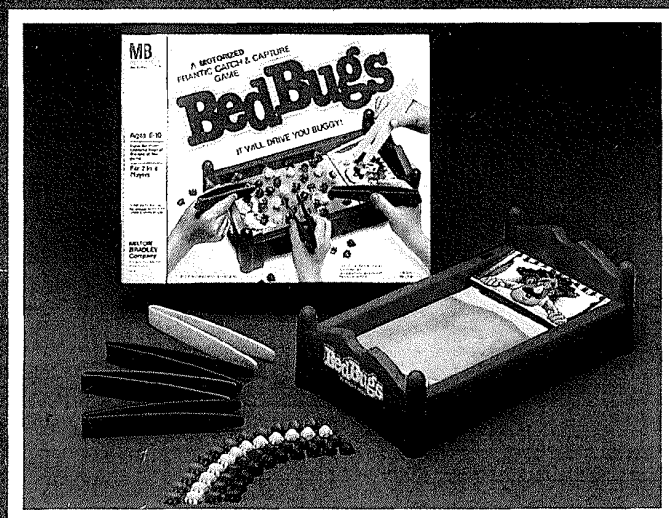
MB
SUPER RACK-O
4302

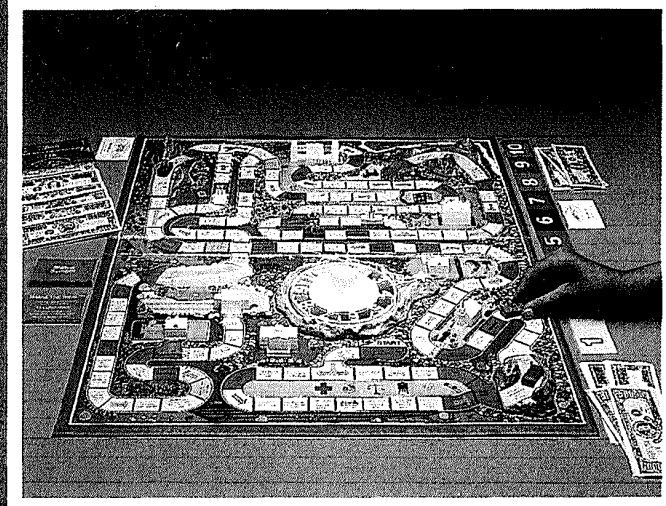

MB
Memory
Card Matching Game
4664

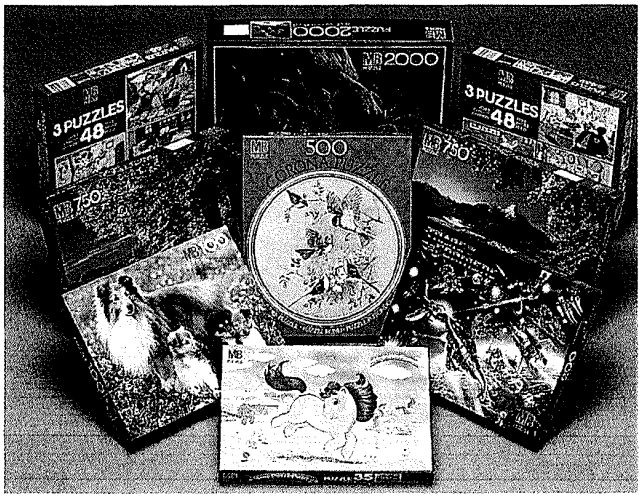
MB

GAMES
ELECTRONICS
PUZZLES

1986







HM00025

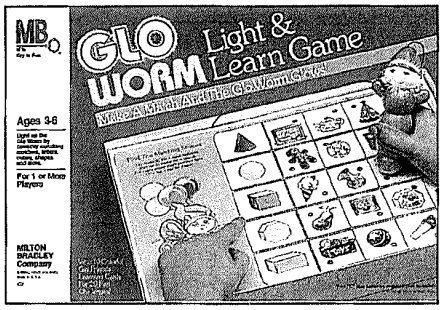
Exhibit 4-C

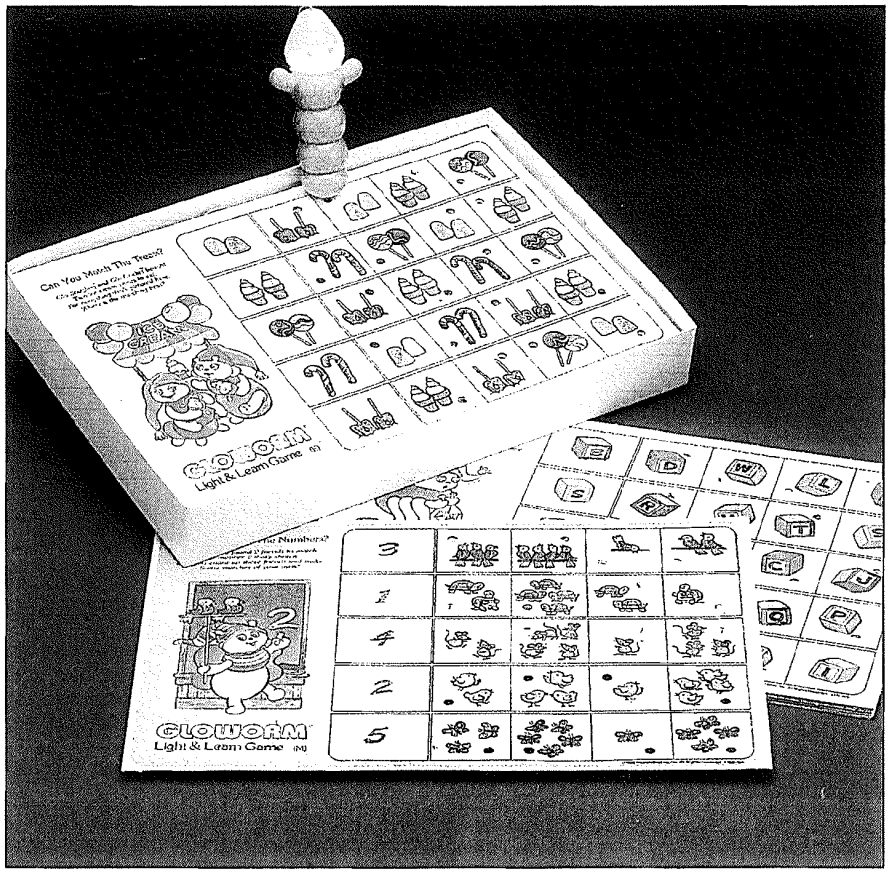
Learn Game

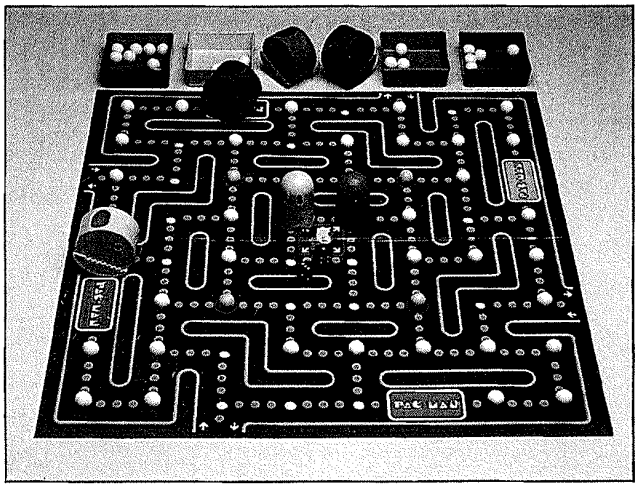
Age 3-6 years
1 or more players

No. 4522

Children have fun learning while they play with their special friend, Gloworm! Players match directions, letters, shapes, numbers, etc., by pointing the special light-up Gloworm probe at one of the answer boxes. Wrong answers don't get any response, but correct answers cause Gloworm to glow warmly in recognition! Comes with ten two-sided quiz cards.







Pac-Man™

© 1980 NAMCO LTD.
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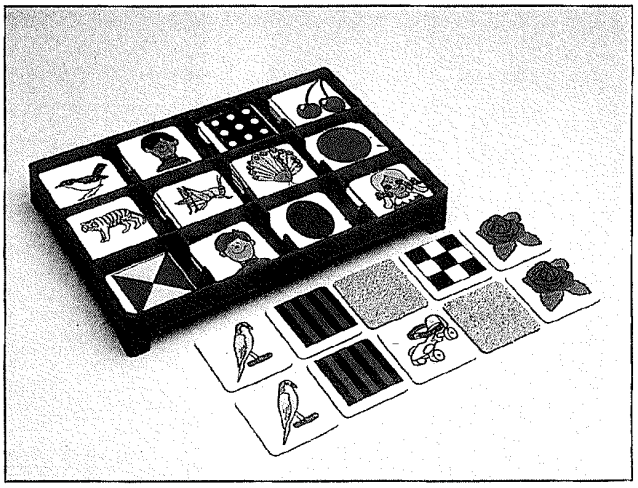
Age 7-14 years 2-4 players No. 4216

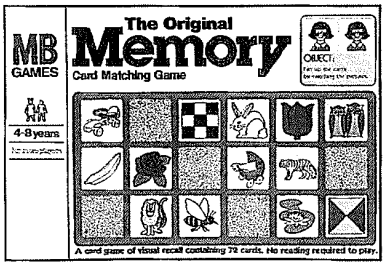
The favourite arcade game now available as a board game. Gobble up the most marbles to win — but beware of ghosts!

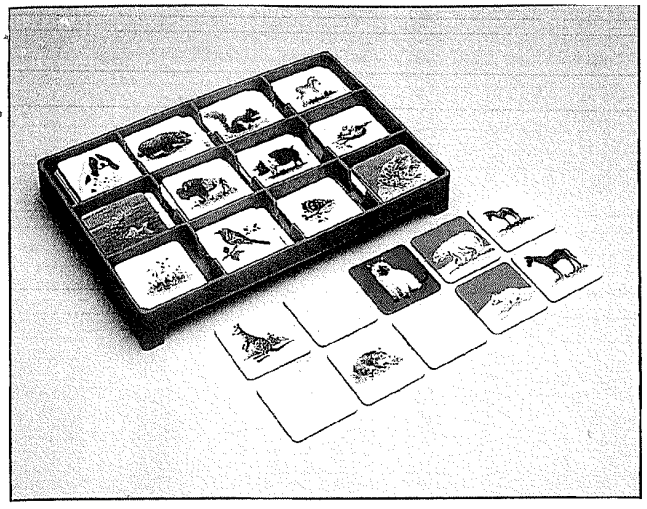


Original Memory

Age 4-8 years 1 or more players No. 4664

Players try and locate matching pairs of cards. The player who collects most pairs wins.

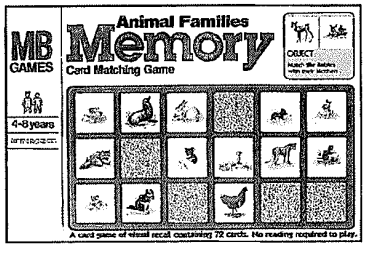


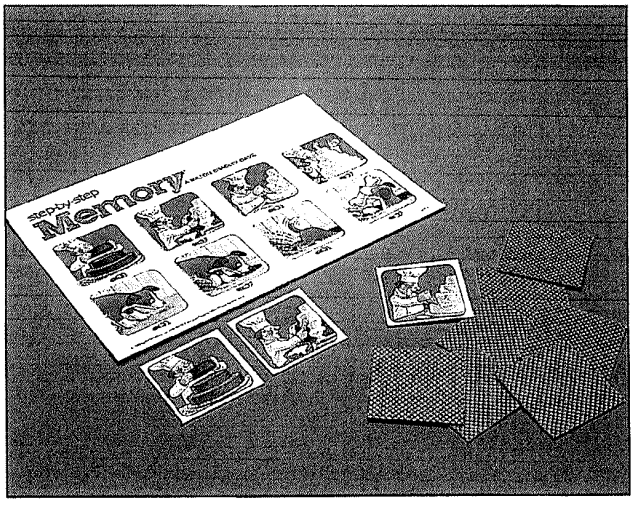


Animal Memory

Age 4-8 years No. 4020

Players try and match pairs of adult and young animals. Collect most pairs to win.

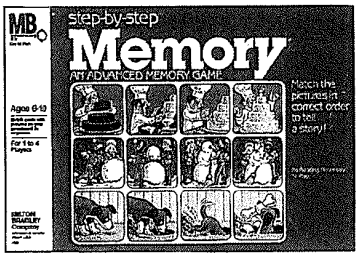




Step by Step Memory

Age 6-10 years 1-4 players No. 4305

Players must assemble two sets of four cards in sequence. An advanced memory game.



Tiddly Winks

Age 4-12 years
2 or more players

No. 4027

Snakes and Ladders

Age 4-12 years
2-4 players

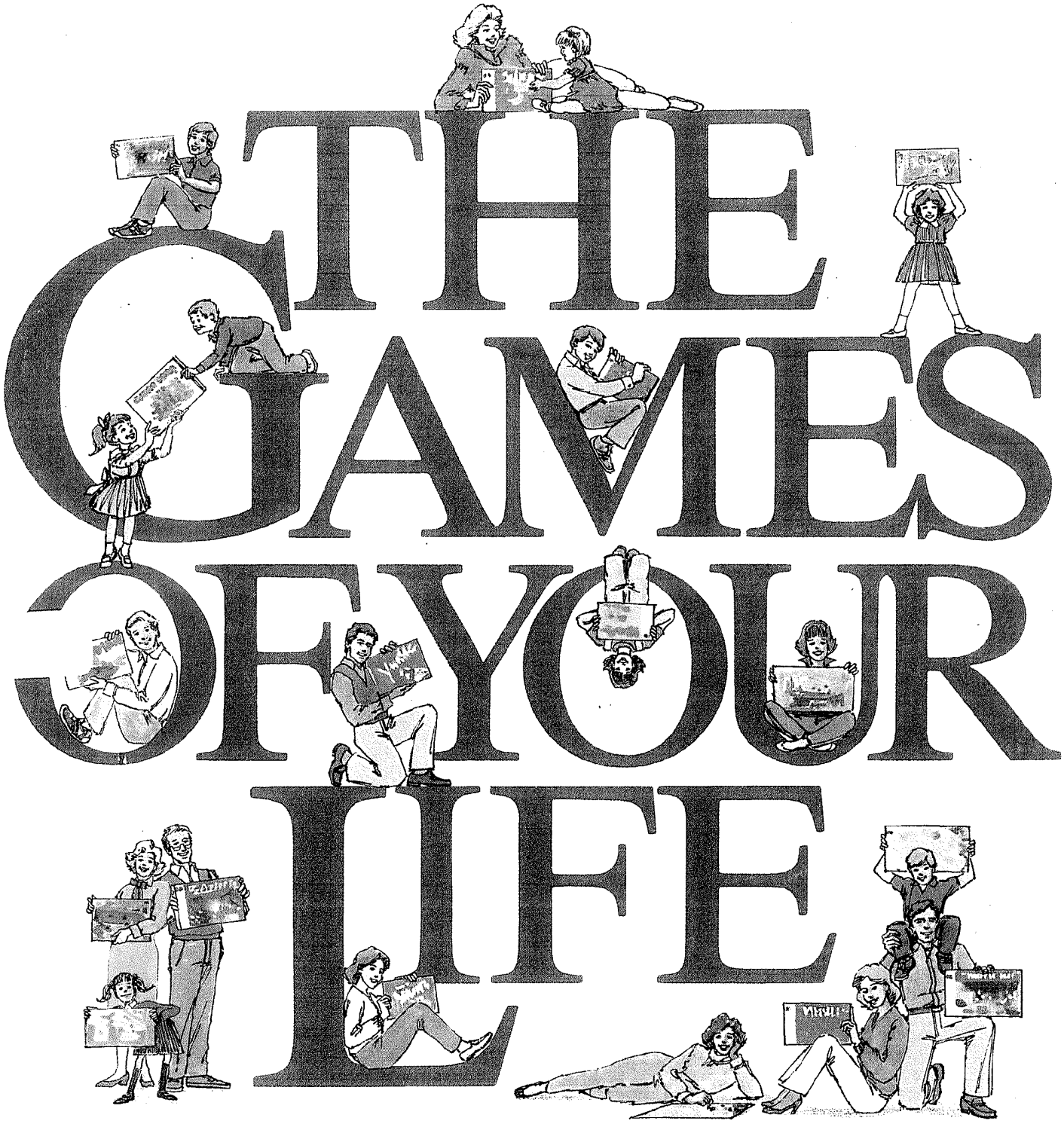
No. 4555

Ludo

Age 4-12 years
2-4 players

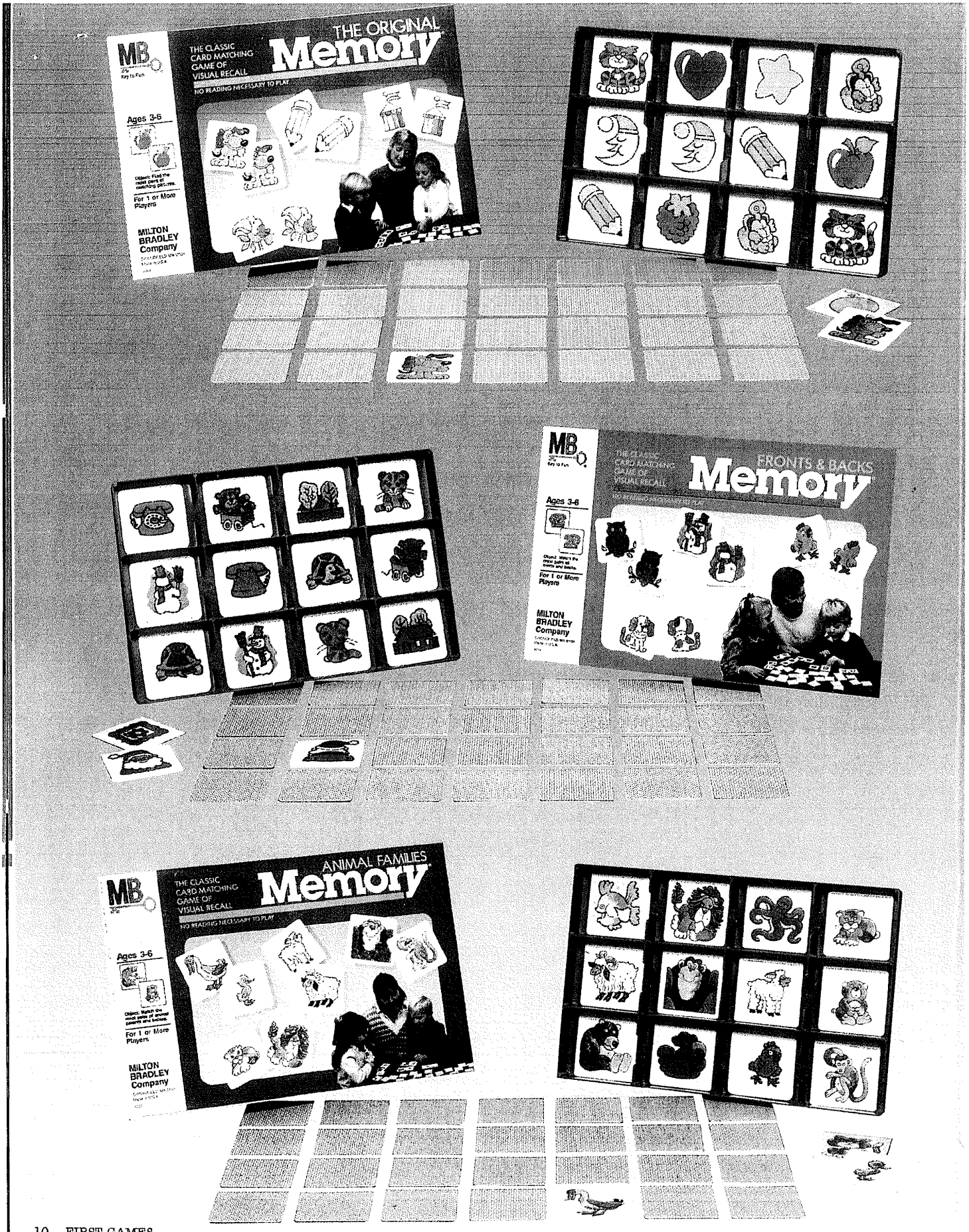
No. 4225

Three evergreen favourite family games. Players need skill and luck to win!



MILTON BRADLEY 1986

HM00028


MB
Key to Fun
THE ORIGINAL
Memory
THE CLASSIC CARD MATCHING GAME OF VISUAL RECALL
NO READING NECESSARY TO PLAY
Ages 3-6
For 1 or More Players
MILTON BRADLEY Company
FRONTS & BACKS
Memory
ANIMAL FAMILIES
Memory

HM00029

MEMORY® GAMES TV

Kids have amazing memory skills. And developing them helps learning. That's why there are five Memory games, each offering a whole new dimension of fun. Memory games build visual recall, as well as object, color and shape recognition. They encourage thinking in a fun-filled way. All games can be played without a parent's supervision: no reading is required. Finally, Memory games grow with your child. As youngsters get ready for greater challenges, they can step up to a more advanced Memory game. At any age, Memory games are a parent's and child's best friend!

THE ORIGINAL MEMORY®

The child looks for identical picture cards: two lemons, two lions, etc. Cards that don't match are turned face-down again for future matches.

Ages 3-6. For 1 or more Players.
No. 4664 Ctn. Quan. 12 Ctn. Wt. 13 lbs.
CONTAINS: 36 matching pairs of cards and plastic card tray. Box size: 7¼" x 10¾" x 1½".

FRONTS & BACKS MEMORY®

The front views of various objects must be matched with their rear views. Children love visualizing what things look like from opposite sides.

Ages 3-6. For 1 or more Players.
No. 4014 Ctn. Quan. 12 Ctn. Wt. 13 lbs.
CONTAINS: 36 matching pairs of cards, plastic card tray. Box size: 7¼" x 10¾"x 1½".

ANIMAL FAMILIES MEMORY®

Young players match up animal mothers with their babies: cat with kitten, bear with cub, etc. Fosters a child's natural fondness for animals.

Ages 3-6. For 1 or more Players.
No. 4020 Ctn. Quan. 12 Ctn. Wt. 13 lbs.
CONTAINS: 36 matching pairs of cards, plastic card tray. Box size: 7¼" x 10¾" x 1½".

STEP BY STEP MEMORY®

The advanced memory game that tells a story. Youngsters try to collect two sets of cards, each picturing a sequence of events. First player to match both stories on his board, wins!

Ages 5-8. For 1-4 Players.
No. 4305 Ctn. Quan. 12 Ctn. Wt. 16 lbs.
CONTAINS: 4 story boards, 32 picture cards. Box size: 10" x 14-3/8" x 1".

MATCH & MOVE MEMORY®

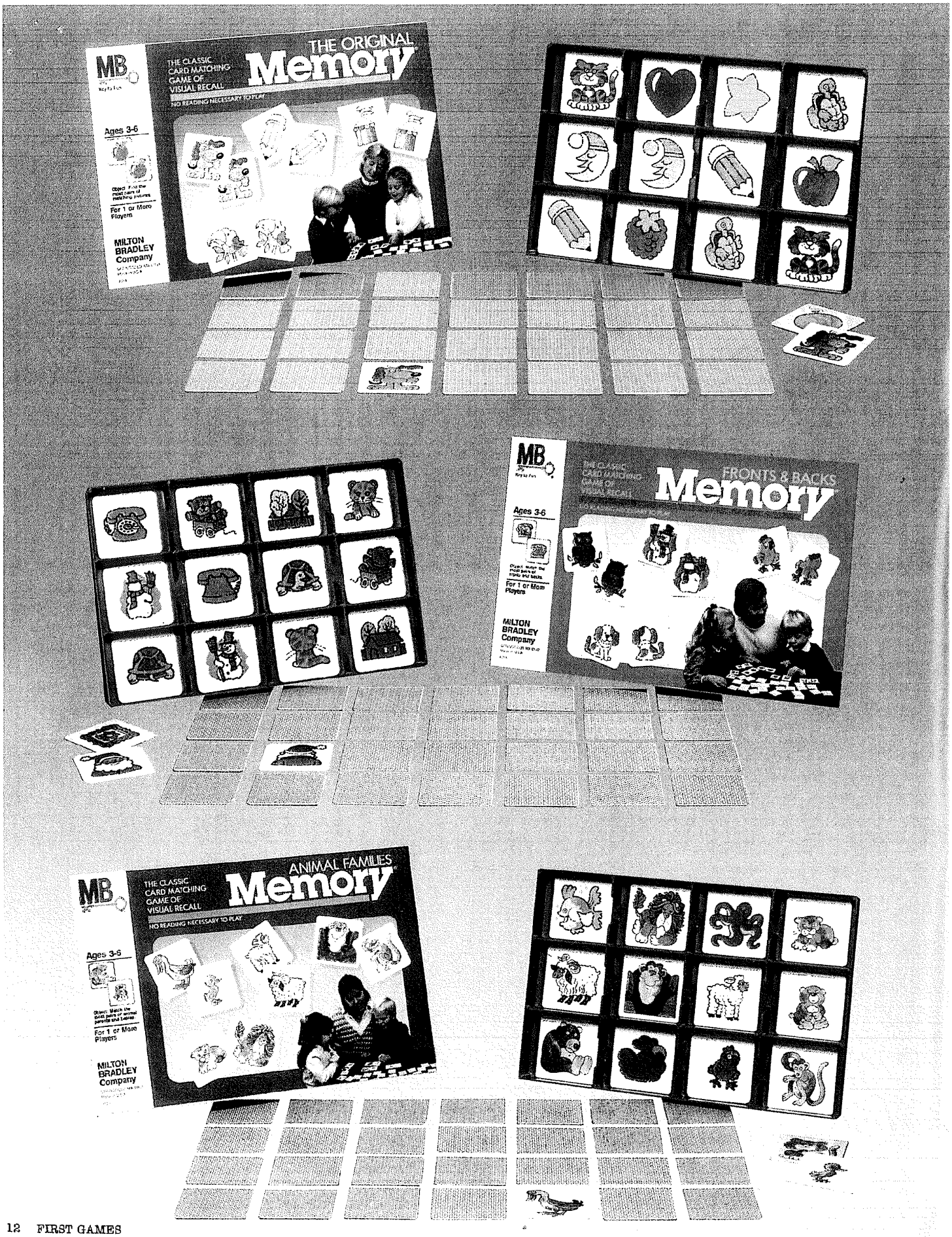
Children experience their first board game while adding to their memory skills. The object is to finish first by finding cards to match pictures on the gameboard path. Players move every time they find a matching card. Comes with introductory rules and regular rules for extended game play. new

Ages 5-8. For 2-4 Players.
No. 4603 Ctn. Quan. 6 Ctn. Wt. 11 lbs.
CONTAINS: Gameboard, 25 picture cards, 4 plastic playing pieces. Box size: 9½" x 19" x 1¼".

HM00030

MILTON BRADLEY

WE'RE THE NAME OF THE GAME!


MB
THE ORIGINAL
Memory
THE CLASSIC CARD MATCHING GAME OF VISUAL RECALL
NO READING NECESSARY TO PLAY
Ages 3-6
For 1 or More Players
MILTON BRADLEY Company
FRONTS & BACKS
Memory
Ages 3-6
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MILTON BRADLEY Company
ANIMAL FAMILIES
Memory
THE CLASSIC CARD MATCHING GAME OF VISUAL RECALL
NO READING NECESSARY TO PLAY
Ages 3-6
For 1 or More Players
MILTON BRADLEY Company

HM00032

MEMORY® GAMES

Kids have amazing memory skills. Anc developing them helps learning. That's why there are five Memory games, eac offering a whole new dimension of fun Memory games build visual recall, as well as object, color and shape recogni tion. They encourage thinking in a fur filled way. And games can be played without a parent's supervision: no read ing is required. Finally, Memory game grow with your child. As youngsters get ready for greater challenges, they can step up to a more advanced Memory game.

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No. 4080 Ctn. Quan. 12 Ctn. Wt. 13 lbs.
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CONTAINS: Gameboard, 26 picture cards, 4 plastic pla ing pieces. Box size: 9½" x 19" x 1½".

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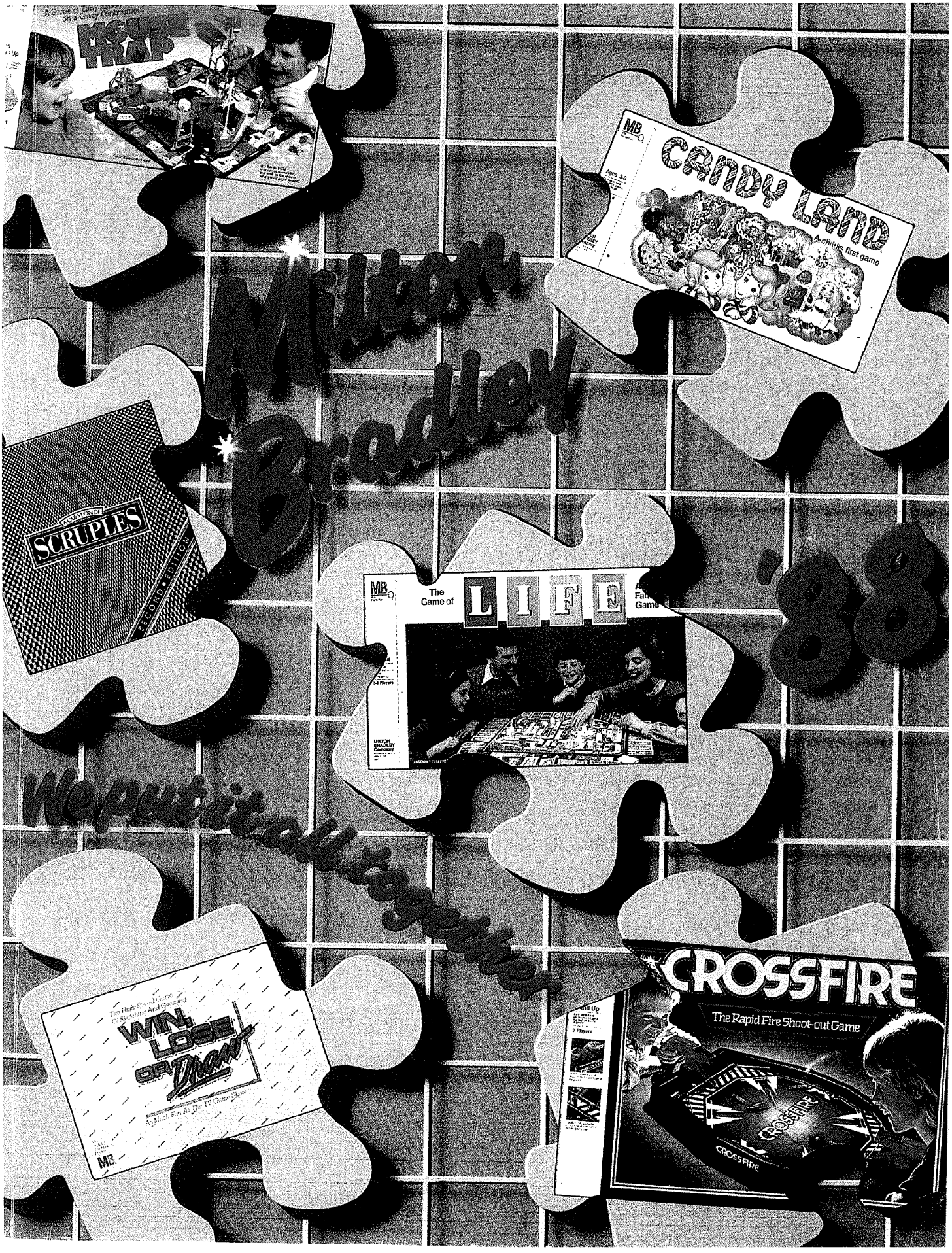
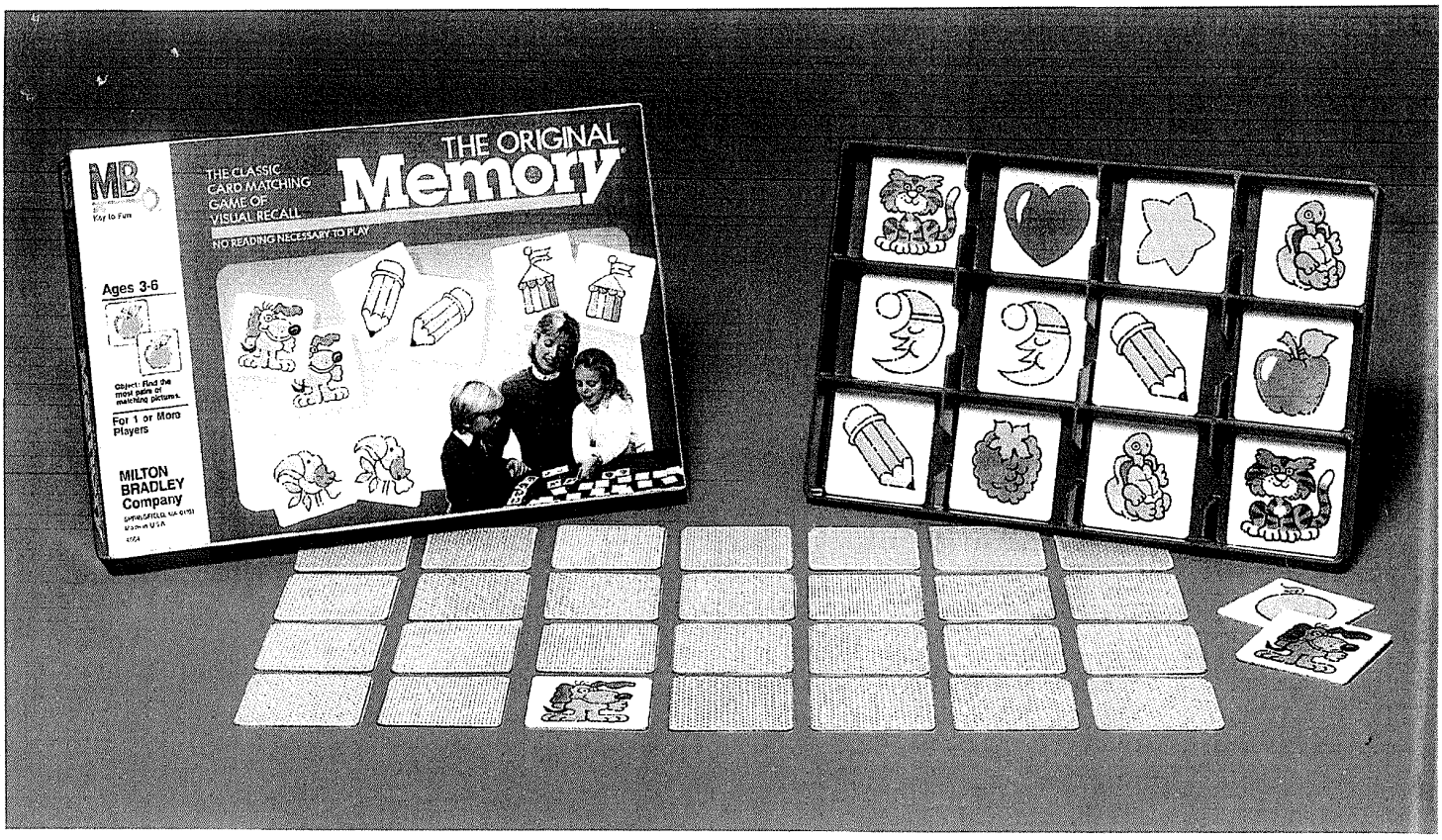
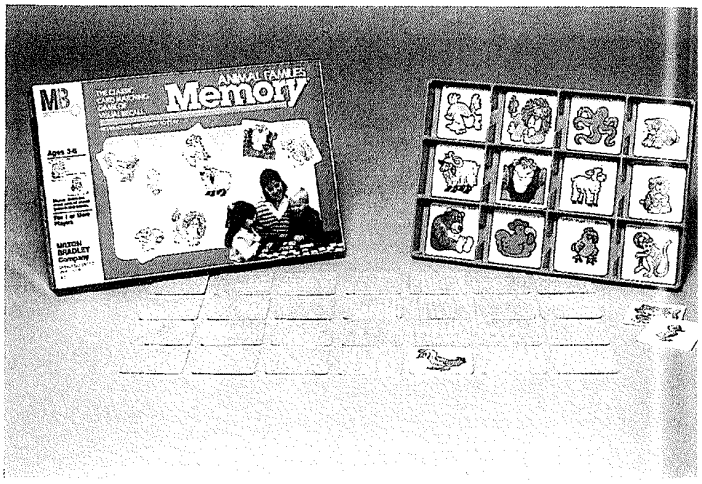

Milton Bradley
88
We put it all together
MB
Candy Land
Ages 3-6
A child's first game
MB
The Game of LIFE
MB
SCRUPLES
SECOND EDITION
WIN, LOSE OR DRAW
MB
CROSSFIRE
The Rapid Fire Shoot-out Game
CROSSFIRE





JUNIOR MEMORY®

THE ORIGINAL MEMORY®

The child looks for identical picture cards: two lemons, two lions, etc. Cards that don't match are turned face-down again for future matches. Winner is the player who has made the most matches once all cards have been picked up.

Ages 3-6. For 1 or more Players.
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CONTAINS: 36 matching pairs of cards and plastic card tray. Box size: 7¼" x 10¾" x 1½".

FRONTS & BACKS MEMORY®

The front views of various common objects must be matched with their rear views. Children love the extra challenge of visualizing what things look like from opposite sides. So much fun, mom and dad will enjoy playing, too!

Ages 3-6. For 1 or more Players.
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CONTAINS: 36 matching pairs of cards, plastic card tray. Box size: 7¼" x 10¾"x 1½".

ANIMAL FAMILIES MEMORY®

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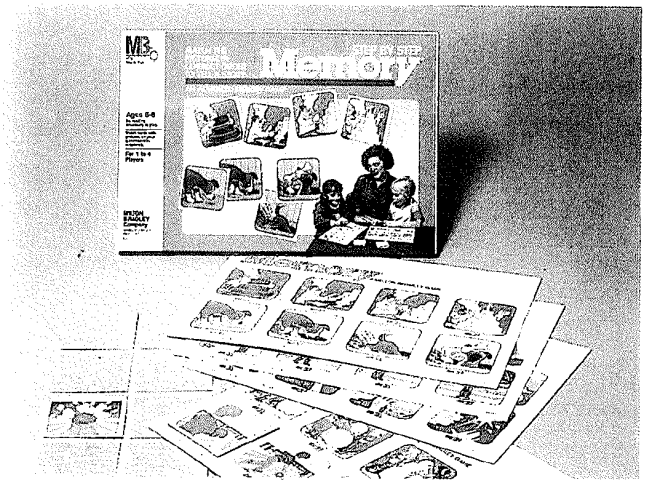

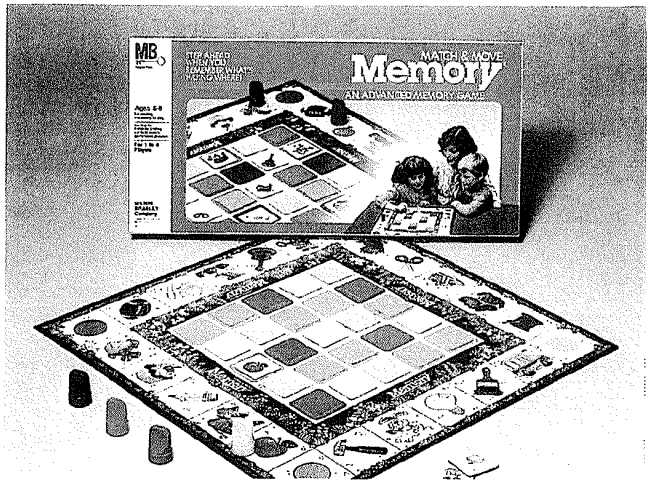

ADVANCED MEMORY® tv

new

LOCO-MOTION® MEMORY®

Can you "sing a short song," or "act like a chicken?" Just draw a card and perform the silly loco-motion stunt shown. With each new card you must give a repeat performance of all your previous cards . . . without looking at them! So keep your cool . . . and your memory, and you could be a winner!

Ages 5-8. For 2-4 Players.
No. 4803 Ctn. Quan. 12 Ctn. Wt. 14 lbs.
CONTAINS: 54 cards, 4 card racks. Box size: 10" x 14-3/8" x 1".

STEP BY STEP MEMORY®

The advanced memory game that tells a story. Youngsters try to collect two sets of cards, each picturing a sequence of events. But there's a catch: cards have to be matched in the correct order before they may be picked up. First player to match both stories on his card wins!

Ages 5-8. For 1-4 Players.
No. 4305 Ctn. Quan. 12 Ctn. Wt. 16 lbs.
CONTAINS: 4 story boards, 32 picture cards. Box size: 10" x 14-3/8" x 1".

MATCH & MOVE MEMORY®

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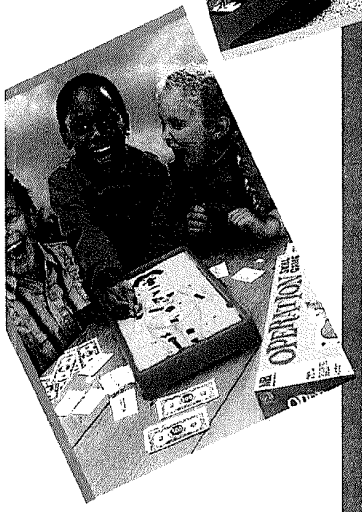
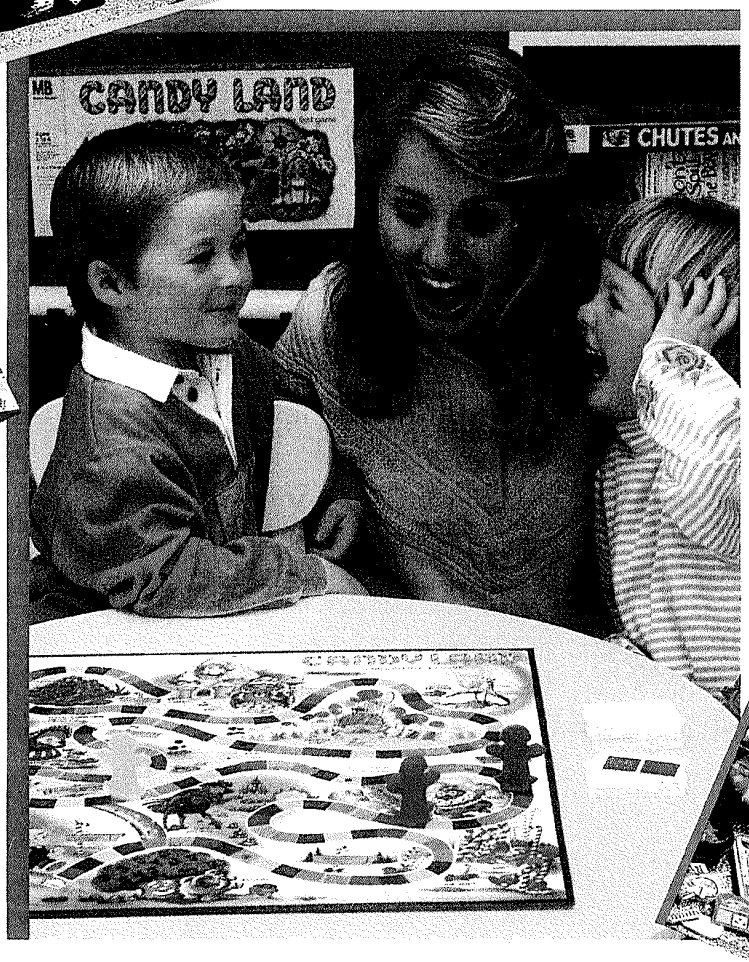
Ages 5-8. For 2-4 Players.
No. 4603 Ctn. Quan. 6 Ctn. Wt. 11 lbs.
CONTAINS: Gameboard, 25 picture cards, 4 plastic playing pieces. Box size: 9½" x 19" x 1½".





MILTON BRADLEY CATALOG

'89

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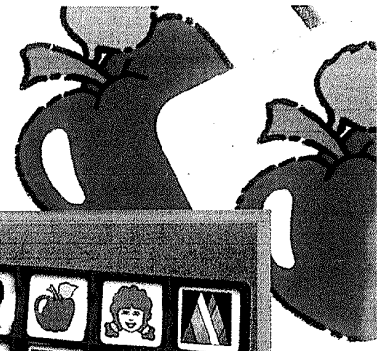
Memory®



4664 THE ORIGINAL MEMORY®

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TV

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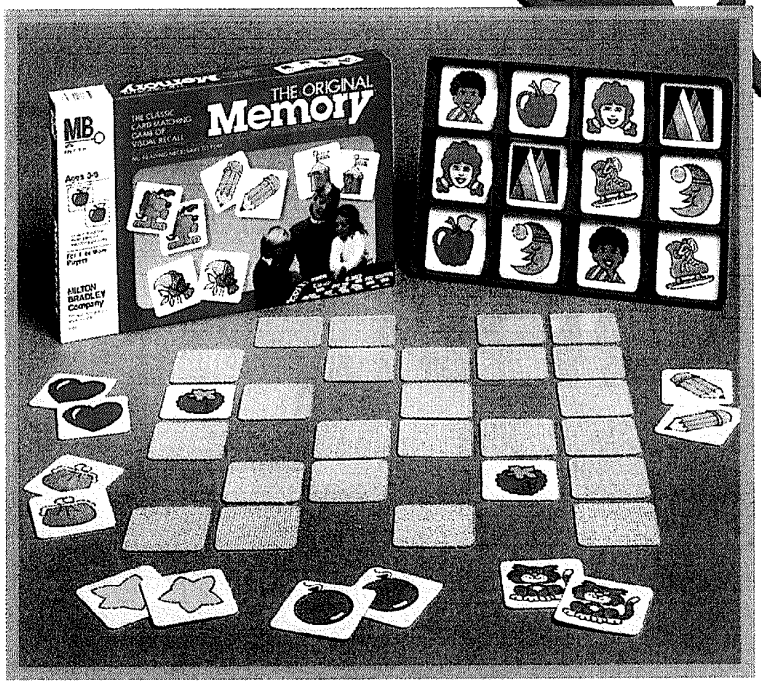
Box size: 7¼" x 10¾" x 1½".

4664 THE ORIGINAL MEMORY ®



4014 FRONTS & BACKS MEMORY®

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Ages 3-6. For 1 or more Players.
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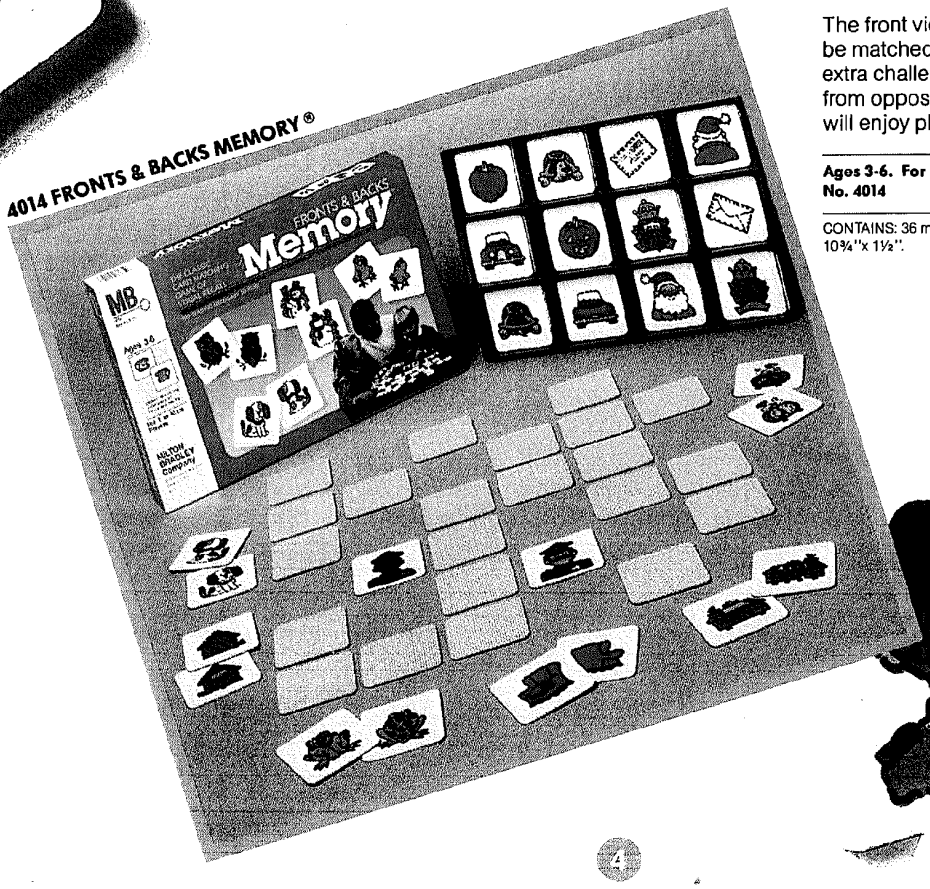
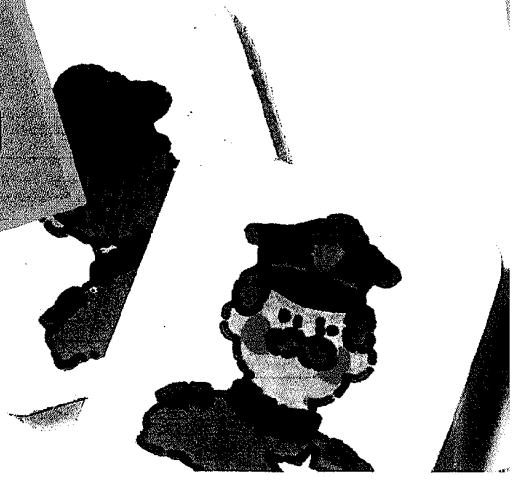
4014 FRONTS & BACKS MEMORY ®





HM00038

4020 ANIMAL FAMILIES MEMORY®

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No. 4020 Ctn. Quan. 12 Ctn. Wt. 13 lbs.

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Box size: 7¼" x 10¾" x 1½".

4603 MATCH & MOVE MEMOR'

Children experience their first board game while adding to their memory skills. The object is to finish first by finding cards to match pictures on the gameboard path. Players move every time they find a matching card. Comes with introductory and advanced rules.

Ages 5-8. For 1-4 Players.
No. 4603 Ctn. Quan. 6 Ctn. Wt. 11 lbs.

CONTAINS: Gameboard, 25 picture cards, 4 plastic playing pieces.
Box size: 9½" x 19" x 1½".

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4803 LOCO-MOTION® MEMORY®

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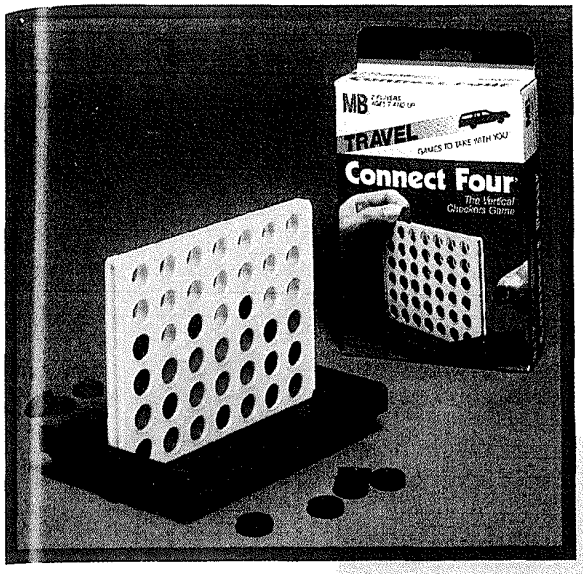
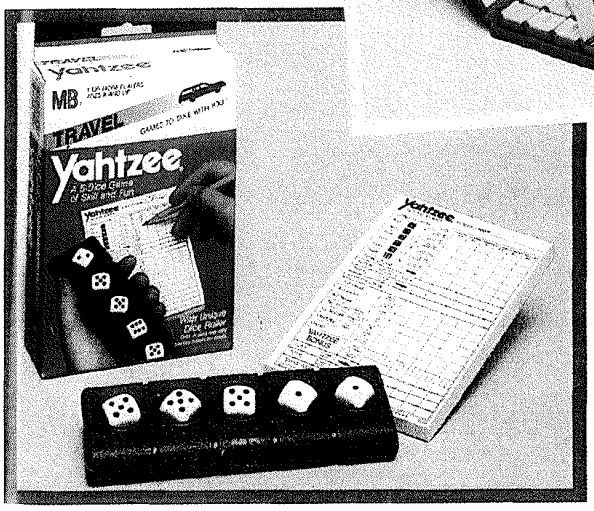
HM00039

Exhibit 4-D



NEW



4941 TRAVEL MEMORY®

NEW

Players lift two doors at a time and move the scoring tab up a notch each time they match two pictures! No loose pieces or shifting tiles to worry about! Just mix up the four picture boards when you're done . . . and you're ready for more MEMORY fun!

Ages 4 and up. For 1-2 Players.
No. 4941 **Ctn. Quan. 12** **Ctn. Wt. 10 lbs.**

4313 TRAVEL CONNECT FOUR®

Stack 'em high, spread 'em low: get four of your chips all in a row! Build down, across, diagonally too, just keep your eyes open, whatever you do! Because suddenly your opponent may shut the door by dropping a chip to . . . CONNECT FOUR! Game tray folds flat for storage.

Ages 7 and up. For 2 Players.
No. 4313 **Ctn. Quan. 12** **Ctn. Wt. 5 lbs.**

4713 TRAVEL OTHELLO®

Outflank your opponent's disks to flip them over to your color! Features a ridged playing surface to keep disks in place and handy, built-in storage drawers.

Ages 8 and up. For 2 Players.
No. 4713 **Ctn. Quan. 12** **Ctn. Wt. 6 lbs.**

E2402 TRAVEL YAHTZEE®

Compact version of America's favorite dice game. Build runs, three or four of a kind, or even a Yahtzee (five of a kind)! The unique dice holder lets you roll the dice without ever losing or misplacing them.

Ages 8 and up. For 1 or more Players.
No. E2402 **Ctn. Quan. 12** **Ctn. Wt. 6 lbs.**

4419 TRAVEL BATTLESHIP®

See if you can locate your opponent's hidden naval fleet! The two game trays snap together and store as one easy-to-carry unit.

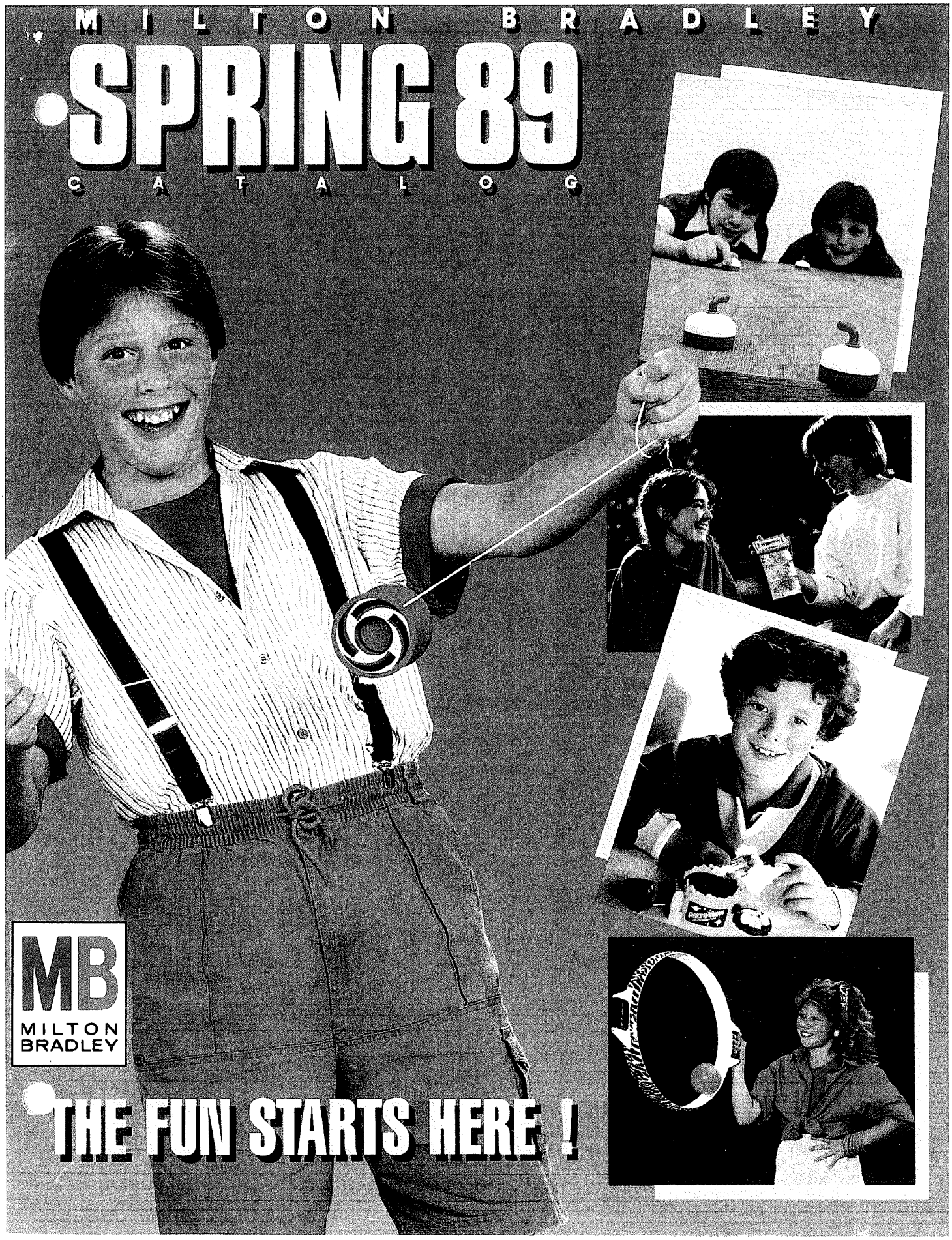
Ages 8 and up. For 2 Players.
No. 4419 **Ctn. Quan. 12** **Ctn. Wt. 8 lbs.**

HM00040

MILTON BRADLEY

SPRING 89

CATALOG



MB
MILTON BRADLEY

THE FUN STARTS HERE !

HM00041

TRAVEL WIN, LOSE OR DRAW® JUNIOR

The sketching and guessing game youngsters can play anywhere they go! Kids sketch clues to 270 fun expressions in categories having to do with travel: Things to Bring, Places to See, Treats to Eat, etc. The handy plastic folder comes with everything needed to play, including pencil, sketch pad, cards, special decoder window, and a 90-second timer. ***Ages 7 and up.***

For 3 or more players. ***No. 4926*** ***Ctn. Quan. 12*** ***Ctn. Wt. 10 lbs.***

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TRAVEL MEMORY®

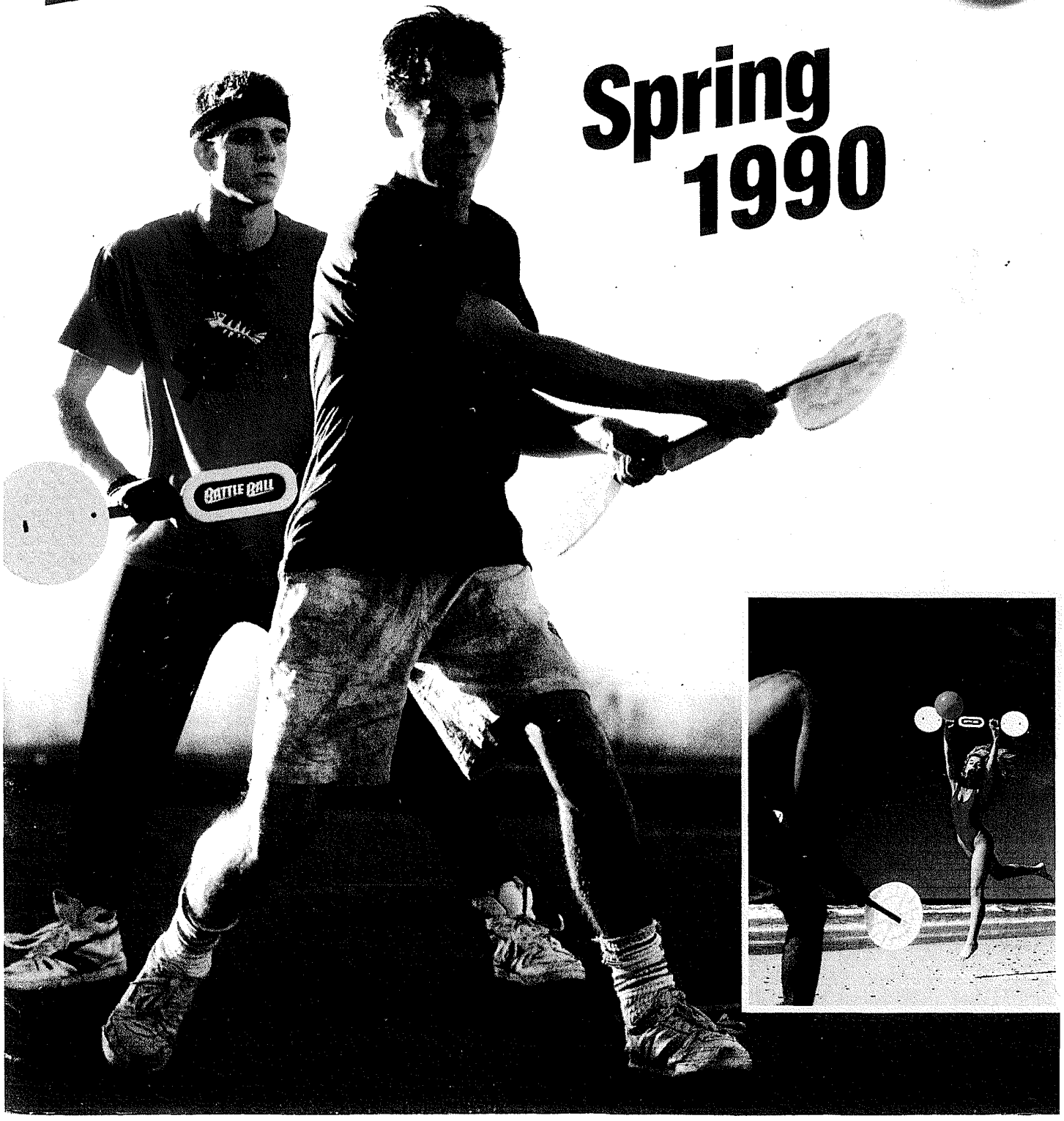
Now kids can play their favorite picture matching game during a family outing or vacation trip! Players lift two flaps at a time and move the scoring tab up a notch each time they match two pictures! Everything's built into a folding game tray: No loose pieces or shifting tiles to worry about! Just mix up the four picture boards when you're done... and you're ready for more ***MEMORY*** *fun!*

Ages 4 and up. For 1-2 players. ***No. 4941*** ***Ctn. Quan. 12*** ***Ctn. Wt. 10 lbs.***

TV advertised

Milton Bradley

Spring 1990



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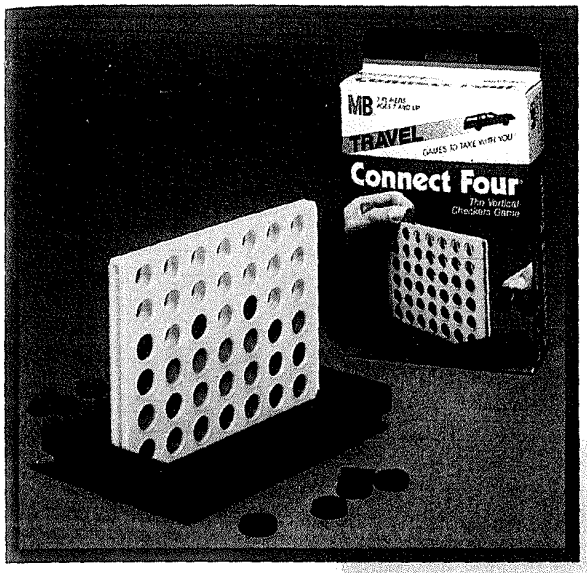

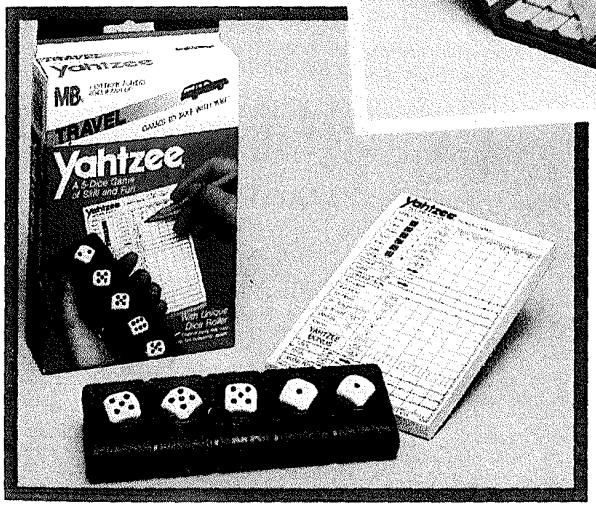

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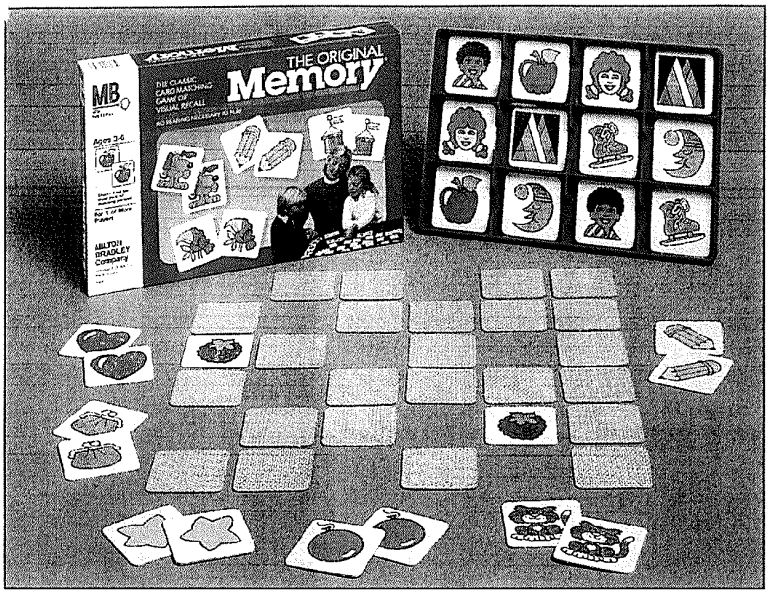
Great Shakes, it's
Yahtzee
The Game of LIFE A Family Game
A COMPUTER CONTROLLED GAME
simon
THINK FAST! Simon Says repeat the flashing LIGHTS and SOUNDS!
SWEET VALLEY HIGH GAME
Can you find your boyfriend in time for the big date?
OPERATION
pop-o-matic TROUBLE
SHARK ATTACK!
THE MOTORIZED RACE AND CHASE GAME!
CROSSFIRE
The Rapid Fire Shoot-out Game
MB PUZZLE
BIG BEN
Connect
Milton Bradley 1990

HM00045



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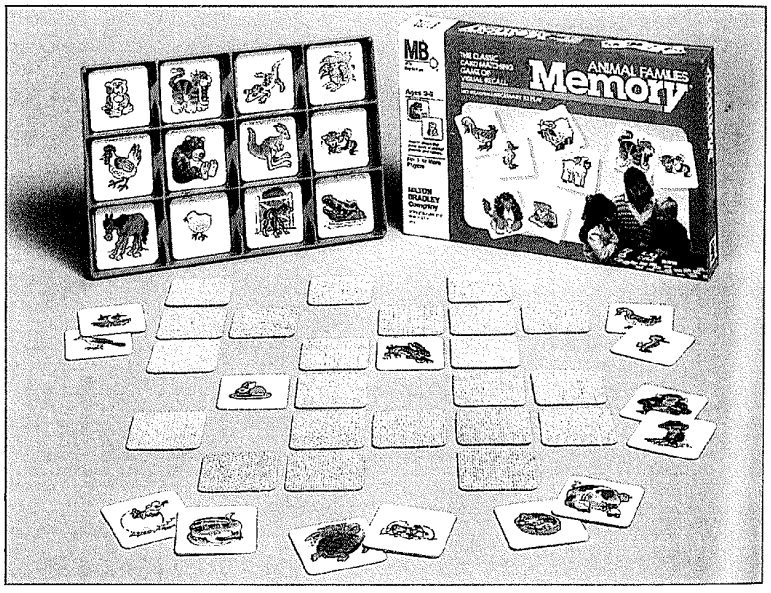

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MILTON BRADLEY

1991 Catalog

HM00047

Original

4664 THE ORIGINAL MEMORY®

The child looks for identical picture cards: two apples, two flowers, etc. Cards that don't match are turned face-down again for future matches. The winner is the player who has made the most matches once all cards have been picked up.

Ages 3-6. For 1 or more Players.

No. 4664	**Ctn. Quan. 12**	**Ctn. Wt. 14 lbs.**

CONTAINS: 36 matching pairs of cards and plastic card tray.
Box size: 7¼" x 10¾" x 1⅜".

New!

4116 MICKEY MOUSE MEMORY®

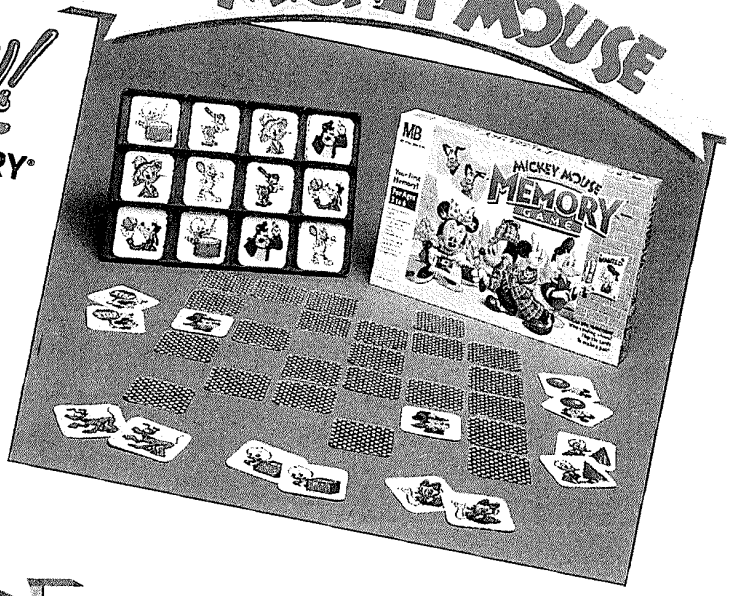
Mickey invites youngsters for some matching fun! Players try to remember what's hiding where. . . then flip the cards to make a pair! Object is to end up with the most matching Disney characters. No reading required.

Ages 3-6. For 1 or more Players.

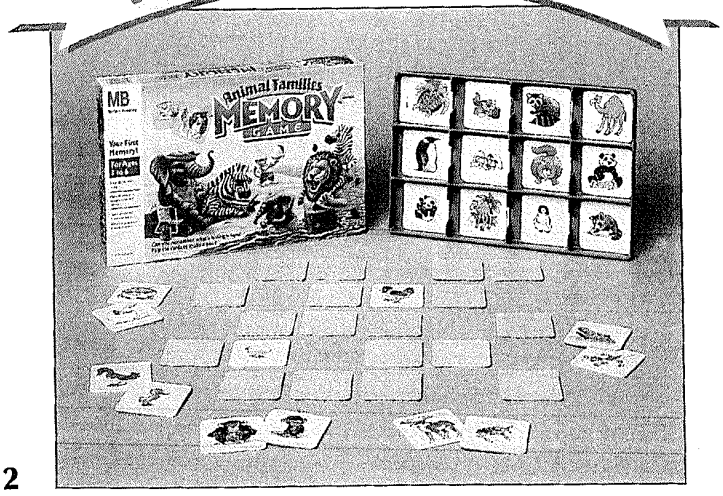
No. 4116	**Ctn. Quan. 12**	**Ctn. Wt. 14 lbs.**

CONTAINS: 36 matching pairs of cards and plastic card tray.
Box size: 7¼" x 10¾" x 1⅜".
©The Walt Disney Company.

MICKEY MOUSE



Animal Families



4020 ANIMAL FAMILIES MEMORY®

Young players match up animal parents with their babies: cat with kitten, bear with cub, etc. The child who brings together the most animal families wins the game. Fosters a child's natural fondness for animals.

Ages 3-6. For 1 or more Players.

No. 4020	**Ctn. Quan. 12**	**Ctn. Wt. 14 lbs.**

CONTAINS: 36 matching pairs of cards, plastic card tray.
Box size: 7¼" x 10¾" x 1⅜".

MEMORY® GAME

May I?

New!

4107 MAY I? MEMORY®

Can you remember who owns the space in this fun-filled memory race? Move your playing piece down the path, stopping at spaces belonging to other players to ask "May I?" If you forget to stop and ask, your turn is over and the next player moves. Can you recall which players "own" the gameboard spaces with pictures of such zany things as hotdogs, pinwheels, sunglasses? The more you remember, the faster you'll move towards the "Finish" line!

Ages 5 and up. For 2-4 Players.

No. 4107	Ctn. Quan. 6	Ctn. Wt. 12 lbs.

CONTAINS: 3-part gameboard, 21 punch-out cards, 4 plastic playing pieces. Box size: 9½" x 19" x 1½".

Match & Move

4603 MATCH & MOVE MEMORY®

Children experience their first board game while adding to their memory skills. The object is to finish first by finding cards to match pictures on the gameboard path. Players move every time they find a matching card. Comes with introductory and advanced rules.

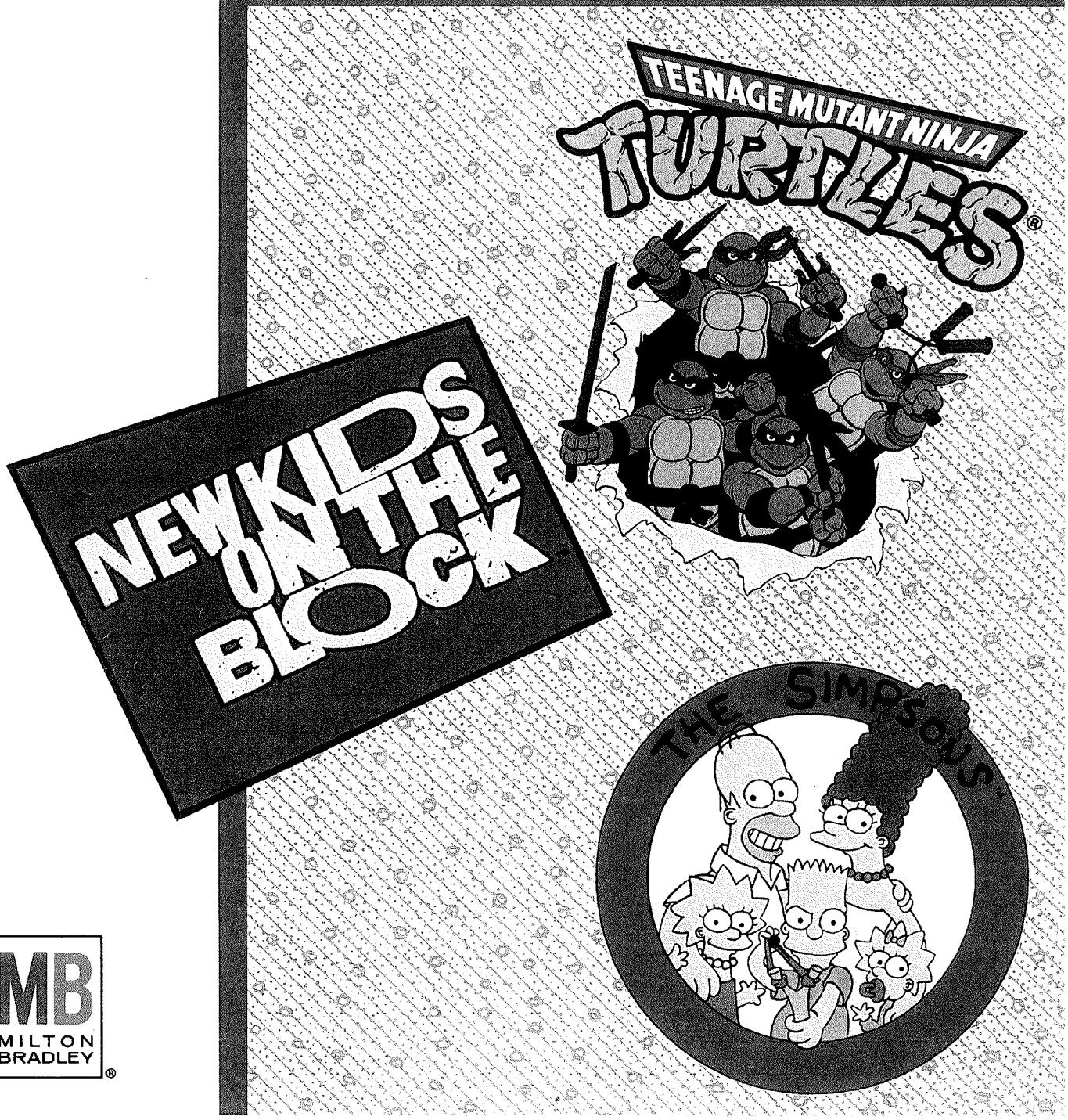
Ages 5-8. For 1-4 Players.

No. 4603	Ctn. Quan. 6	Ctn. Wt. 11 lbs.

CONTAINS: Gameboard, 25 picture cards, 4 plastic playing pieces.
Box size: 9½" x 19" x 1½".

Milton Bradley

SPRING 1991



MB
MILTON BRADLEY®

HM00050

TRAVEL GAMES

Take-along fun for any age group! Choose from nine compact games and activities designed for play anytime you go away: for vacations, picnics, commuting, day trips, and more! Each travel game sets up in seconds, is easy to play, and features a handy, self-contained storage tray or folder. TRAVEL GAMES . . . for fun on the run!

E2402 Travel Yahtzee Ages 8 and up. For 1 or more Players.	Ctn. Quan. 12	Ctn. Wt.6 lbs.
4019 Travel Guess Who? Ages 6 and up. For 2 Players.	Ctn. Quan. 12	Ctn. Wt.9 lbs.
4038 Travel Dial-A-Design Ages 5 and up.	Ctn. Quan. 12	Ctn. Wt. 8 lbs.
4313 Travel Connect Four Ages 7 and up. For 2 Players.	Ctn. Quan. 12	Ctn. Wt. 5 lbs.
4419 Travel Battleship Ages 8 and up. For 2 Players.	Ctn. Quan. 12	Ctn. Wt. 8 lbs.
4704 Travel Trouble Ages 5 and up. For 2-4 Players.	Ctn. Quan. 12	Ctn. Wt. 6 lbs.
4812 Travel Hangman Ages 8 and up. For 2 Players.	Ctn. Quan. 12	Ctn. Wt. 9 lbs.
4926 Travel Win, Lose or Draw Junior Ages 8 and up. For 3 or more Players.	Ctn. Quan. 12	Ctn. Wt. 12 lbs.
4941 Travel Memory Ages 4 and up. For 1-2 Players.	Ctn. Quan. 12	Ctn. Wt. 9 lbs.

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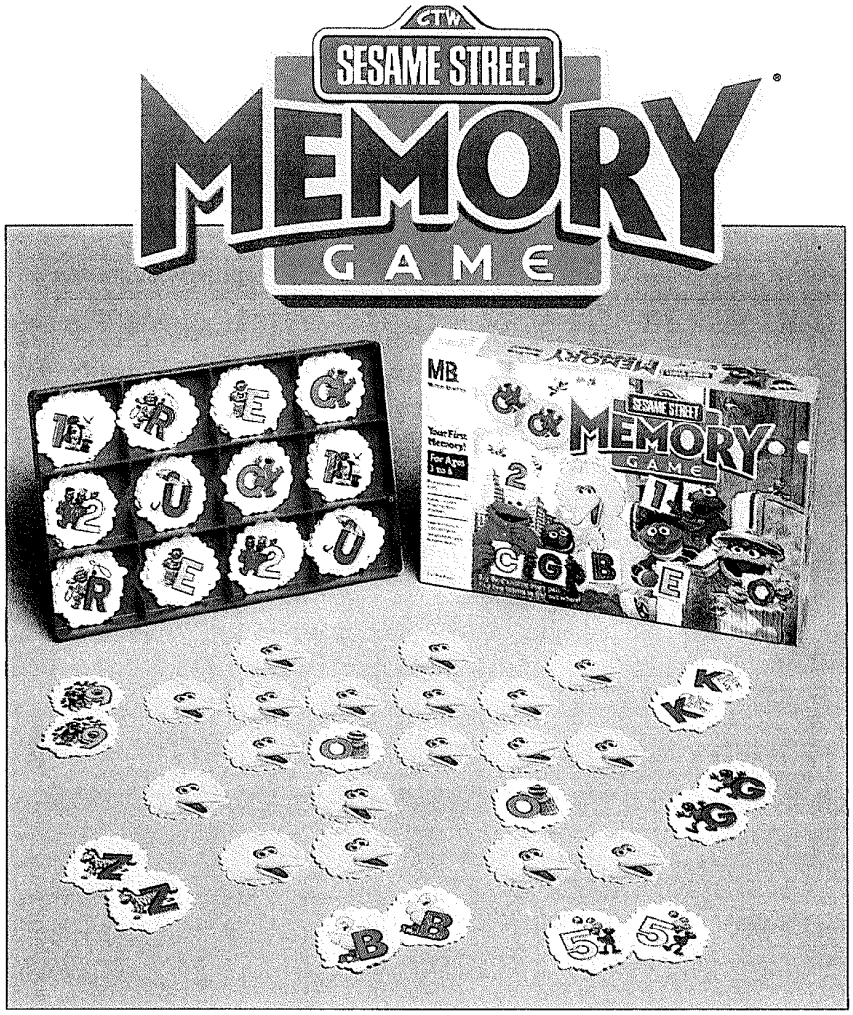
RACK-O
MEMORY
Twister
UPWORDS
Yahtzee
Crocodile
PERFECTION
Great Big Parade
Connect Four
TROUBLE
SCRATCHCARD
OPERATION
Life-Brite
CANDY LAND
ELECTRONIC
BATTLESHIP
HERO QUEST
GAME SYSTEM
GUESS WHO?
CHUTES AND LADDER
MALL MADNESS
THE GAME OF LIFE
Simon
GUESSTURES
Hungry Hungry Hippos
UNCLE WIGGILY
SCRABBLE
JUNIORS
SHARK ATTACK
Milton Bradley
1992 Catalog

HM00052



New!

4214 SESAME STREET® MEMORY®

Big Bird invites all his friends to Sesame Street for some fun-filled letters and numbers matching! By flipping over two Big Bird tiles at a time, players try to pair up identical picture tiles. The winner is the child that ends up with the most matching tiles. Features all the favorite Sesame Street characters. No reading required.

Ages 3-6. For 1 or more Players.

No. 4214	Ctn. Quan. 12	Ctn. Wt. 14 lbs.

CONTAINS: 36 matching pairs of tiles, plastic tile tray.
Box size: 7¼" x 10¾" x 1⅜".

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Sesame Street Characters
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SPIN & MATCH

4110 SPIN & MATCH MEMORY®

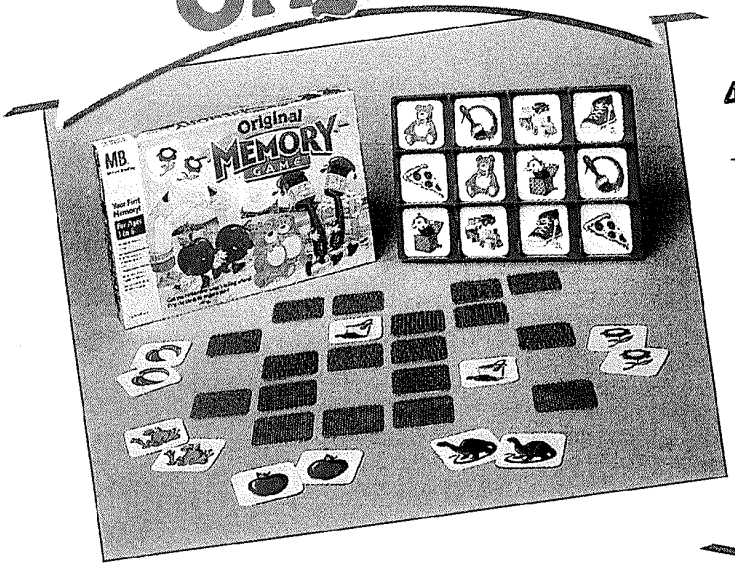
The spin and win memory game for beginners! Children pull down the lever to spin the picture disc, then open the windows of the colorful game tray until they find two matching pictures. Once all the pictures in the windows have been matched, one pull of the lever resets the game! The two-sided picture discs challenge youngsters to match Silly Animals, Special Days, Friends At Work, and Silly Toys. No reading required to play.

Ages 3-6. For 1-2 Players.

No. 4110	Ctn. Quan. 6	Ctn. Wt. 11 lbs.

CONTAINS: Game case with 10 hinged windows, 2 two-sided discs. Box size: 10½" x 12½" x 2¼".

Original



4664 THE ORIGINAL MEMORY®

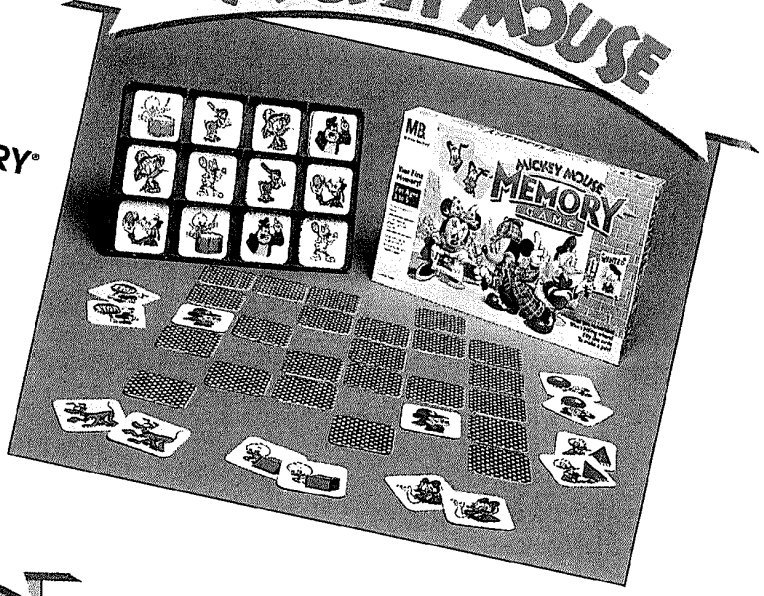
The child looks for identical picture tiles: two apples, two flowers, etc. Tiles that don't match are turned face-down again for future matches. The winner is the player who has made the most matches once all tiles have been picked up.

Ages 3-6. For 1 or more Players.

No. 4664	Ctn. Quan. 12	Ctn. Wt. 14 lbs.

CONTAINS: 36 matching pairs of tiles and plastic tile tray.
Box size: 7¼" x 10¾" x 1³/₈".

MICKEY MOUSE



4116 MICKEY MOUSE MEMORY®

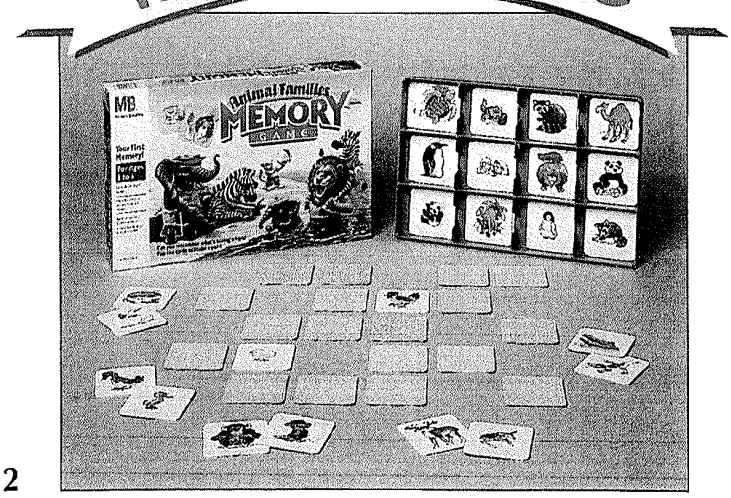
Mickey invites youngsters for some matching fun! Players try to remember what's hiding where. . . then flip the tiles to make a pair! Object is to end up with the most matching Disney characters. No reading required.

Ages 3-6. For 1 or more Players.

No. 4116	Ctn. Quan. 12	Ctn. Wt. 14 lbs.

CONTAINS: 36 matching pairs of tiles and plastic tiles tray.
Box size: 7¼" x 10¾" x 1⅜".
©The Walt Disney Company.

Animal Families



4020 ANIMAL FAMILIES MEMORY®

Young players match up animal parents with their babies: cat with kitten, bear with cub, etc. The child who brings together the most animal families wins the game. Fosters a child's natural fondness for animals.

Ages 3-6. For 1 or more Players.

No. 4020	Ctn. Quan. 12	Ctn. Wt. 14 lbs.

CONTAINS: 36 matching pairs of tiles, plastic tile tray.
Box size: 7¼" x 10¾" x 1³/₈".

MEMORY® GAME

May I?

4107 MAY I? MEMORY®

Can you remember who owns the space in this fun-filled memory race? Move your playing piece down the path, stopping at spaces belonging to other players to ask "May I?" If you forget to stop and ask, your turn is over and the next player moves. Can you recall which players "own" the gameboard spaces with pictures of such zany things as hotdogs, pinwheels, sunglasses? The more you remember, the faster you'll move towards the "Finish" line!

Ages 5 and up. For 2-4 Players.

No. 4107	Ctn. Quan. 6	Ctn. Wt. 12 lbs.

CONTAINS: 3-part gameboard, 21 punch-out tiles, 4 plastic playing pieces. Box size: 9½" x 19" x 1½".

Match & Move

4603 MATCH & MOVE MEMORY®

Children experience their first board game while adding to their memory skills. The object is to finish first by finding tiles to match pictures on the gameboard path. Players move every time they find a matching tile. Comes with introductory and advanced rules.

Ages 5 and up. For 1-4 Players.

No. 4603	Ctn. Quan. 6	Ctn. Wt. 11 lbs.

CONTAINS: Gameboard, 25 picture tiles, 4 plastic playing pieces. Box size: 9½" x 19" x 1½".

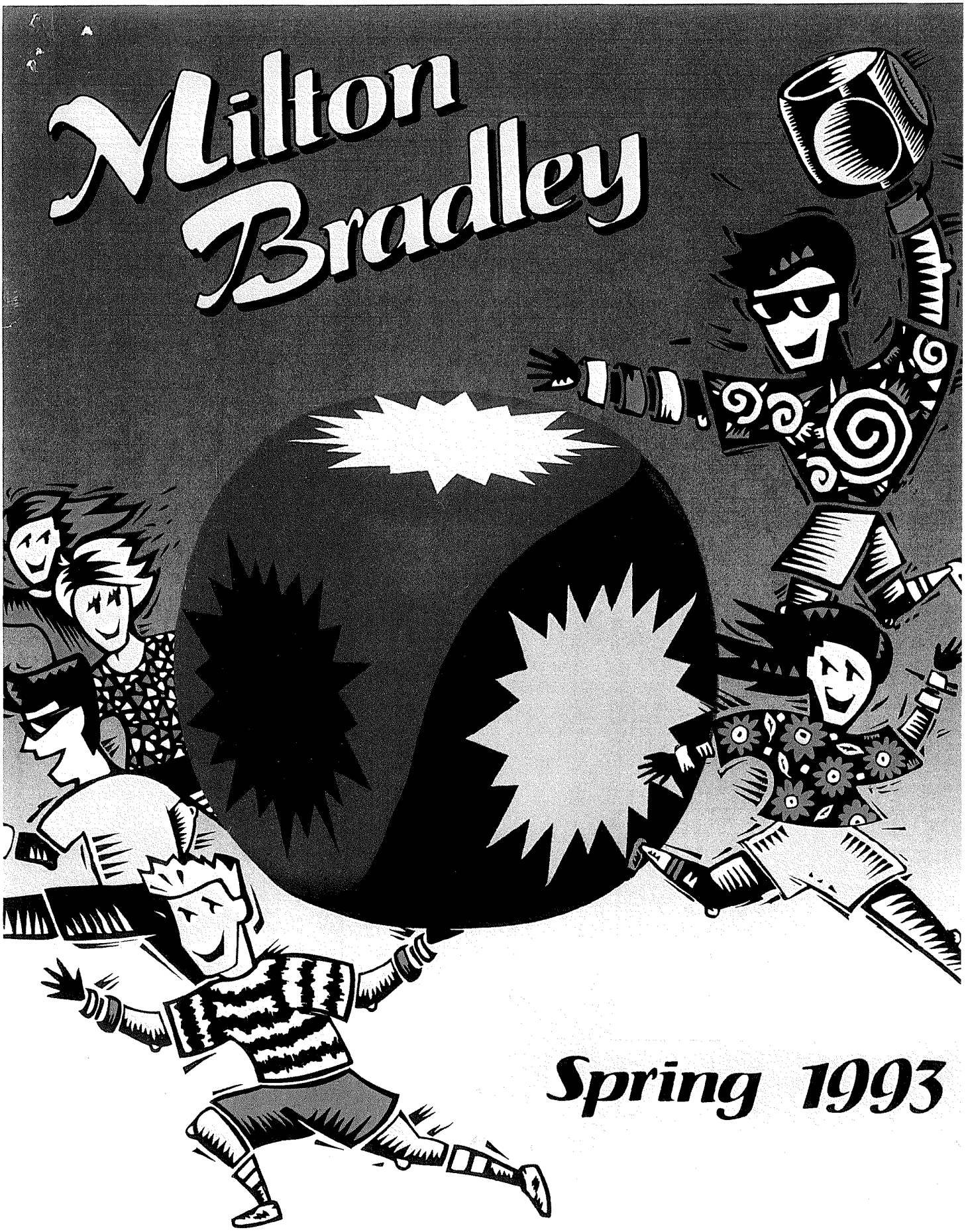


Exhibit 4-E

HM00056

TRAVEL GAMES

Take-along fun for any age group! Choose from nine compact games and activities designed for play anytime you go away: for vacations, picnics, commuting, day trips, and more! Each travel game sets up in seconds, is easy to play, and features a handy, self-contained storage tray. TRAVEL GAMES . . . for fun on the run!

E2402 Travel Yahtzee® Ages 8 and up. For 1 or more Players.	Ctn. Quan. 12	Ctn. Wt. 6 lbs. Box size: 5¾" x 4" x 1¾".
4019 Travel Guess Who?® Ages 6 and up. For 2 Players.	Ctn. Quan. 12	Ctn. Wt. 9 lbs. Box size: 8¼" x 6¼" x 1¾".
4038 Travel Dial-A-Design™ Ages 5 and up.	Ctn. Quan. 12	Ctn. Wt. 10 lbs. Box size: 8¼" x 6¼" x 1¾".
4124 Travel Shark Attack™ Ages 5 and up. For 2 Players.	Cnt. Quan. 12	Ctn. Wt. 9 lbs. Box size: 8¼" x 6¼" 1¾".
4129 Travel Perfection® Ages 5 and up. For 1 or more Players.	Ctn. Quan. 12	Ctn. Wt. 10 lbs. Box size: 8¼" x 6¼" x 1¾".
4313 Travel Connect Four® Ages 7 and up. For 2 Players.	Ctn. Quan. 12	Ctn. Wt. 5 lbs. Box size; 5¾" x 4" x 1¾".
4419 Travel Battleship® Ages 8 and up. For 2 Players.	Ctn. Quan. 12	Ctn. Wt. 8 lbs. Box size: 8¼" x 6¼" x 1¾".
4704 Travel Trouble® Ages 5 and up. For 2-4 Players.	Ctn. Quan. 12	Ctn. Wt. 5 lbs. Box size: 7"x 5½" x 1¾".
4941 Travel Memory® Ages 4 and up. For 1-2 Players.	Ctn. Quan. 12	Ctn. Wt. 9 lbs. Box size: 8¼" x 6¼" x 1¾".

(**Travel Perfection®** : Not available through Milton Bradley in Canada.)

Making smiles for over five generations.

HM00058

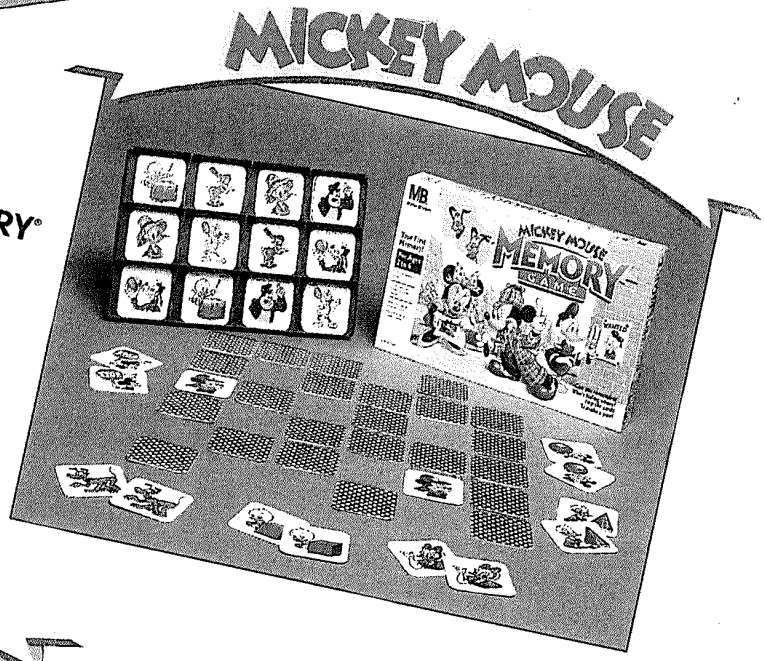
4664 THE ORIGINAL MEMORY®

The child looks for identical picture tiles: two apples, two flowers, etc. Tiles that don't match are turned face-down again for future matches. The winner is the player who has made the most matches once all tiles have been picked up.

Ages 3-6. For 1 or more Players.

No. 4664	**Ctn. Quan. 12**	**Ctn. Wt. 14 lbs.**

CONTAINS: 36 matching pairs of tiles and plastic tile tray.
Box size: 7¼" x 10¾" x 1⅜".



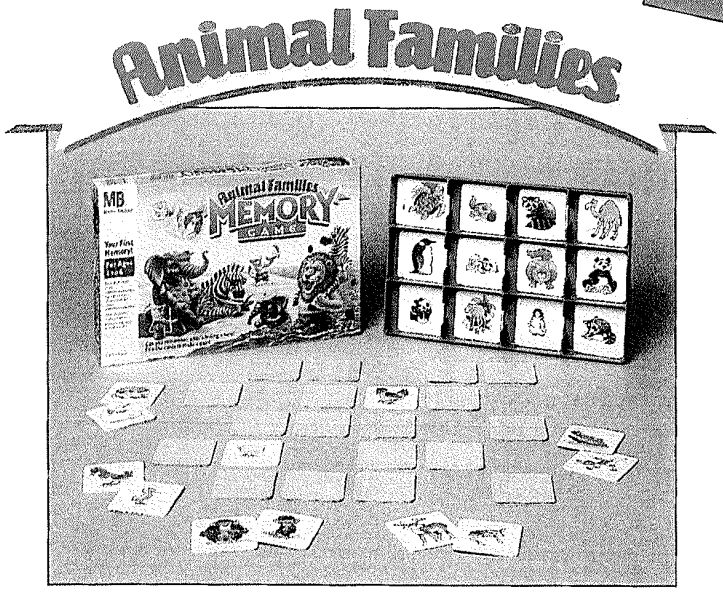
4116 MICKEY MOUSE MEMORY®

Mickey invites youngsters for some matching fun! Players try to remember what's hiding where. . . then flip the tiles to make a pair! Object is to end up with the most matching Disney characters. No reading required.

Ages 3-6. For 1 or more Players.

No. 4116	**Ctn. Quan. 12**	**Ctn. Wt. 14 lbs.**

CONTAINS: 36 matching pairs of tiles and plastic tiles tray.
Box size: 7¼" x 10¾" x 1⅜".
©The Walt Disney Company.



4020 ANIMAL FAMILIES MEMORY®

Young players match up animal parents with their babies: cat with kitten, bear with cub, etc. The child who brings together the most animal families wins the game. Fosters a child's natural fondness for animals.

Ages 3-6. For 1 or more Players.

No. 4020	**Ctn. Quan. 12**	**Ctn. Wt. 14 lbs.**

CONTAINS: 36 matching pairs of tiles, plastic tile tray.
Box size: 7¼" x 10¾" x 1⅜".

4214 SESAME STREET MEMORY®

Big Bird invites all his friends to Sesame Street for some fun-filled letters and numbers matching! By flipping over two Big Bird tiles at a time, players try to pair up identical picture tiles. The winner is the child that ends up with the most matching tiles. Features all the favorite Sesame Street characters. No reading required.

Ages 3-6. For 1 or more Players.

No. 4214	Ctn. Quan. 12	Ctn. Wt. 13 lbs.

CONTAINS: 36 matching pairs of tiles, plastic tile tray. Box size: 7¼" x 10¾" x 1⅞".

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SPIN & MATCH

4110 SPIN & MATCH MEMORY®

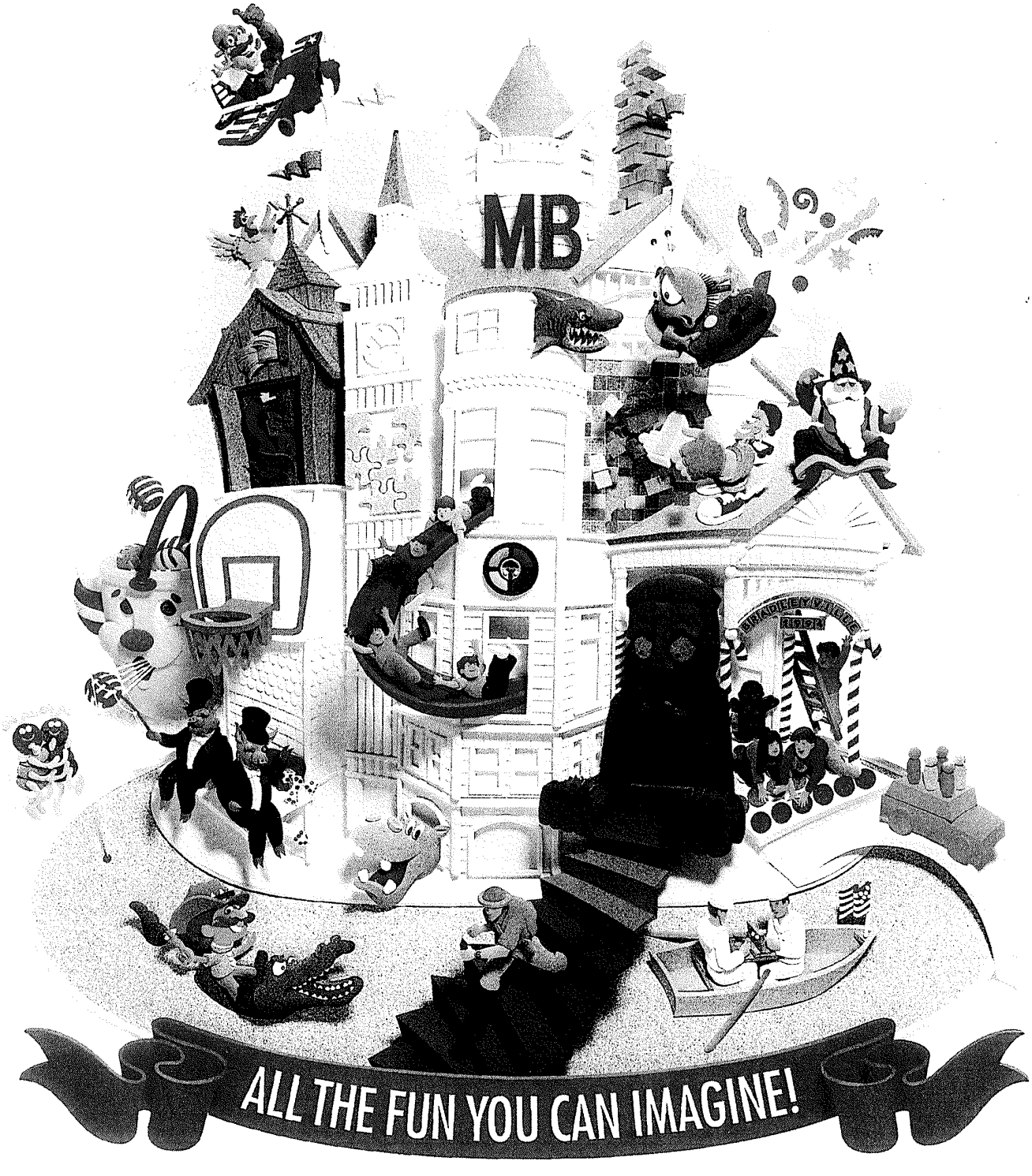
The spin and win memory game for beginners! Children pull down the lever to spin the picture disc, then open the windows of the colorful game tray until they find two matching pictures. Once all the pictures in the windows have been matched, one pull of the lever resets the game! The two-sided picture discs challenge youngsters to match Silly Animals, Special Days, Friends At Work, and Silly Toys. No reading required to play.

Ages 3-6. For 1-2 Players.

No. 4110	Ctn. Quan. 6	Ctn. Wt. 10 lbs.

CONTAINS: Game case with 10 hinged windows, 2 two-sided discs. Box size: 10½" x 12½" x 2¼".

Milton Bradley 1994



Original

4664 THE ORIGINAL MEMORY®

The child looks for identical picture cards: two apples, two flowers, etc. Cards that don't match are turned face-down again for future matches. The winner is the player who has made the most matches once all cards have been picked up.

Ages 3-6. 1 or More Players.

No. 4664	**Ctn. Quan. 12**	**Ctn. Wt. 13 lbs.**

CONTAINS: 36 matching pairs of cards and plastic tray.
Box size: 7¼" x 10¾" x 1⅜".

Barney™

4344 BARNEY™ MEMORY®

Here comes the most famous purple dinosaur around, challenging his young fans to help find matching picture cards! Children flip over two cards at a time trying to remember where to find a matching pair. Features Barney and his friends from TV. No reading required.

Ages 3-6. 1 or More Players.

No. 4344	**Ctn. Quan. 12**	**Ctn. Wt. 13 lbs.**

CONTAINS: 36 matching pairs of cards and plastic tray.
Box size: 7¼" x 10¾" x 1⅜".

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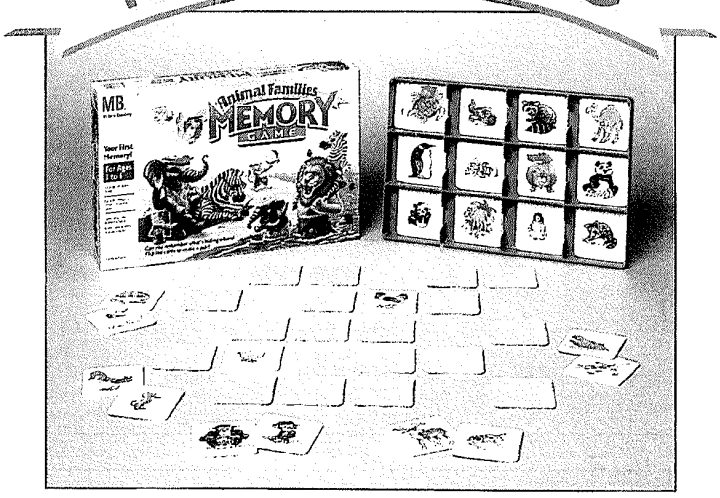
Animal Families



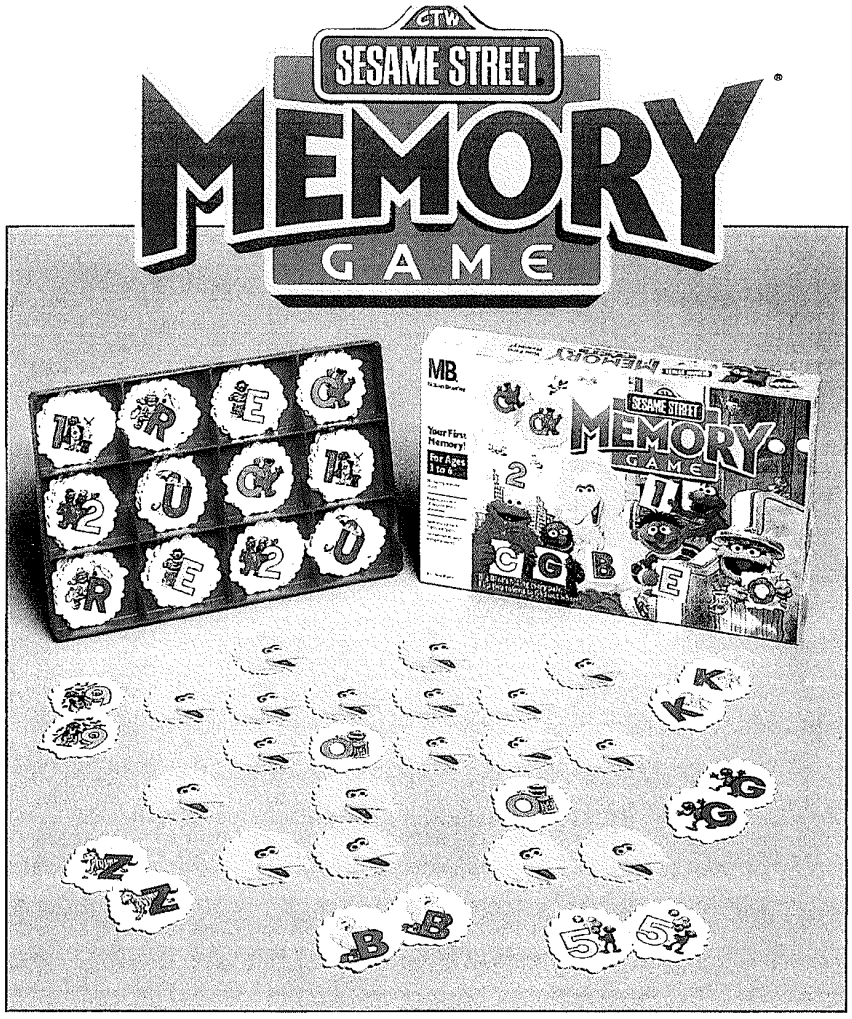
4020 ANIMAL FAMILIES MEMORY®

Young players match up animal parents with their babies: cat with kitten, bear with cub, etc. The child who brings together the most animal families wins the game. Fosters a child's natural fondness for animals.

Ages 3-6. 1 or More Players.

No. 4020	**Ctn. Quan. 12**	**Ctn. Wt. 13 lbs.**

CONTAINS: 36 matching pairs of cards and plastic card tray.
Box size: 7¼" x 10¾" x 1⅜".



4214 SESAME STREET® MEMORY®

Big Bird invites all his friends to Sesame Street for some fun-filled letters and numbers matching! By flipping over two Big Bird cards at a time, players try to pair up identical picture cards. The winner is the child that ends up with the most matching cards. Features all the favorite Sesame Street characters. No reading required.

Ages 3-6. 1 or More Players.

No. 4214	Ctn. Quan. 12	Ctn. Wt. 13 lbs.

CONTAINS: 36 matching pairs of cards and plastic tray.
Box size: 7¼" x 10¾" x 1⅜".

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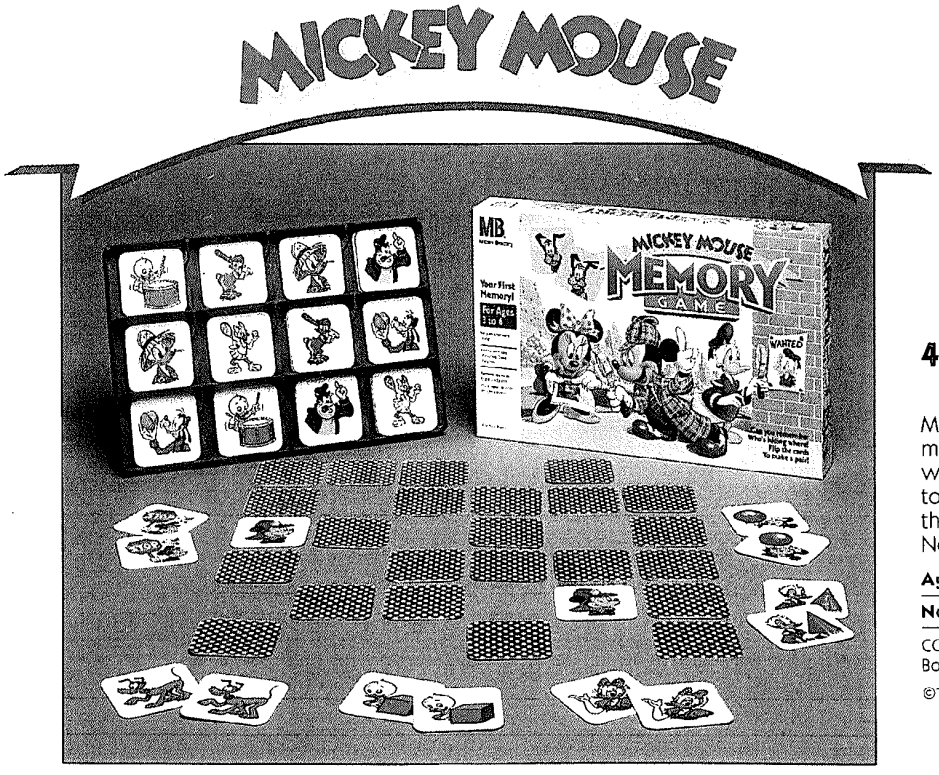


4116 MICKEY MOUSE MEMORY®

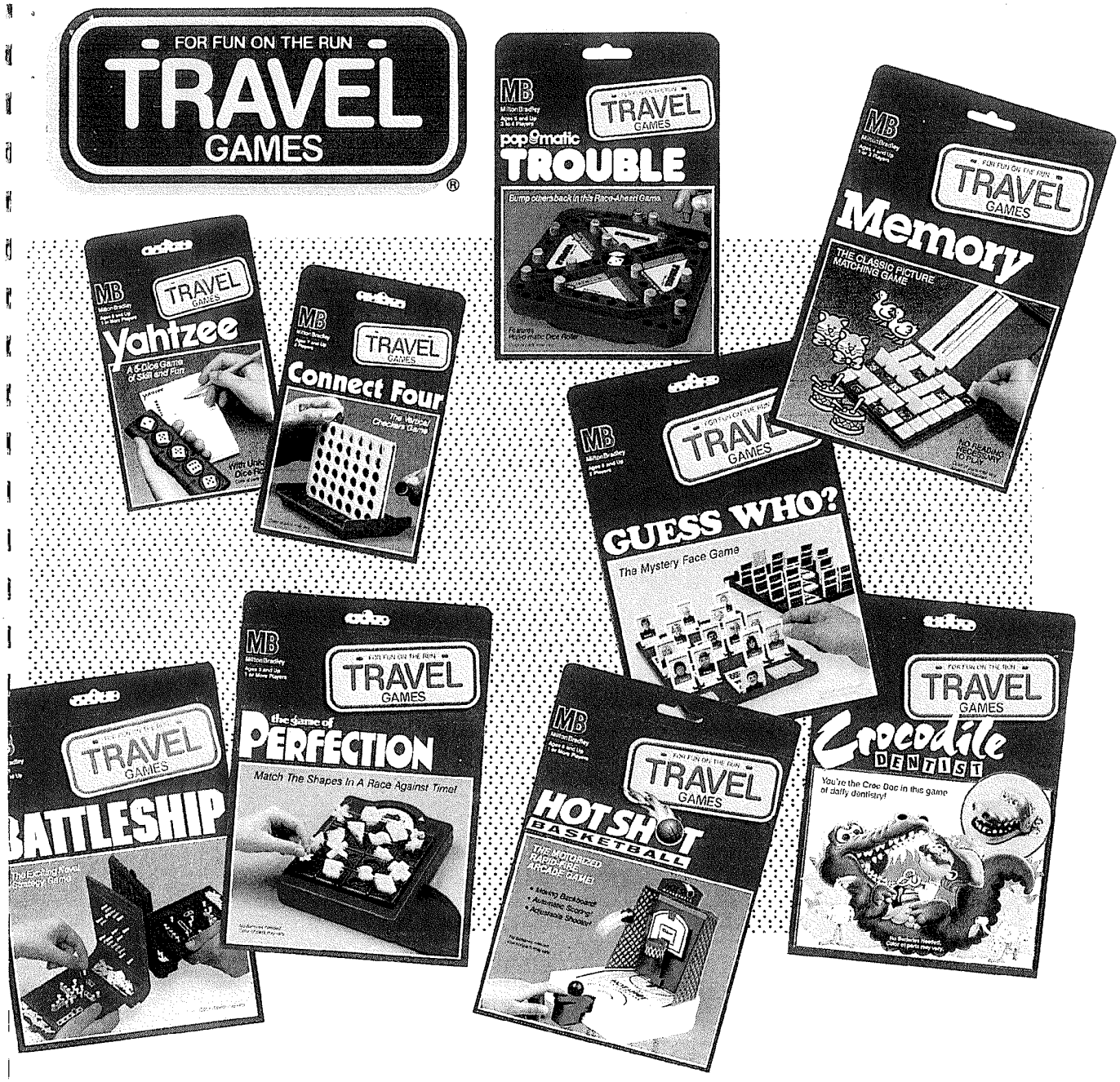
Mickey invites youngsters for some matching fun! Players try to remember what's hiding where. . . then flip the cards to make a pair! Object is to end up with the most matching Disney characters. No reading required.

Ages 3-6. 1 or More Players.

No. 4116	Ctn. Quan. 12	Ctn. Wt. 13 lbs.

CONTAINS: 36 matching pairs of cards and plastic tray.
Box size: 7¼" x 10¾" x 1⅜".

©The Walt Disney Company.



TRAVEL GAMES

Take-along fun for any age group! Choose from a variety of compact games designed for play anytime you go away: for vacations, picnics, commuting, day trips, and more! Each travel game sets up in seconds, is easy to play, and features a handy, self-contained storage tray. TRAVEL GAMES . . . for fun on the run!

E2402 Travel Yahtzee® **Ctn. Quan. 12 Ctn. Wt. 5 lbs.**
Ages 8 and up. 1 or More Players. Box size: 5¾" x 4⅛" x 1¾".

4019 Travel Guess Who?® **Ctn. Quan. 12 Ctn. Wt. 9 lbs.**
Ages 6 and up. 2 Players. Box size: 8¼" x 6¼" x 1¾".

4129 Travel Perfecton® **Ctn. Quan. 12 Ctn. Wt. 9 lbs.**
Ages 5 and up. 1 or More Players. Box size: 8¼" x 6¼" x 1¾".

4313 Travel Connect Four® **Ctn. Quan. 12 Ctn. Wt. 4 lbs.**
Ages 7 and up. 2 Players. Box size: 5¾" x 4⅛" x 1¾".

4314 Travel Hot Shot® Basketball **Ctn. Quan. 12 Ctn Wt. 10 lbs.**
Ages 6 and up. 1 or More Players. Box size: 8¼" x 6¼" x 1¾".

4315 Travel Crocodile Dentist® **Ctn. Quan. 8 Ctn. Wt. 7 lbs.**
Ages 4 and up. 2 or More Players. Box size: 8¼" x 6¼" x 2¾".

4419 Travel Battleship® **Ctn. Quan. 12 Ctn. Wt. 8 lbs.**
Ages 8 and up. 2 Players. Box size: 8¼" x 6¼" x 1¾".

4704 Travel Trouble® **Ctn. Quan. 12 Ctn. Wt. 5 lbs.**
Ages 5 and up. 2-4 Players. Box size: 7" x 5½" x 1¾".

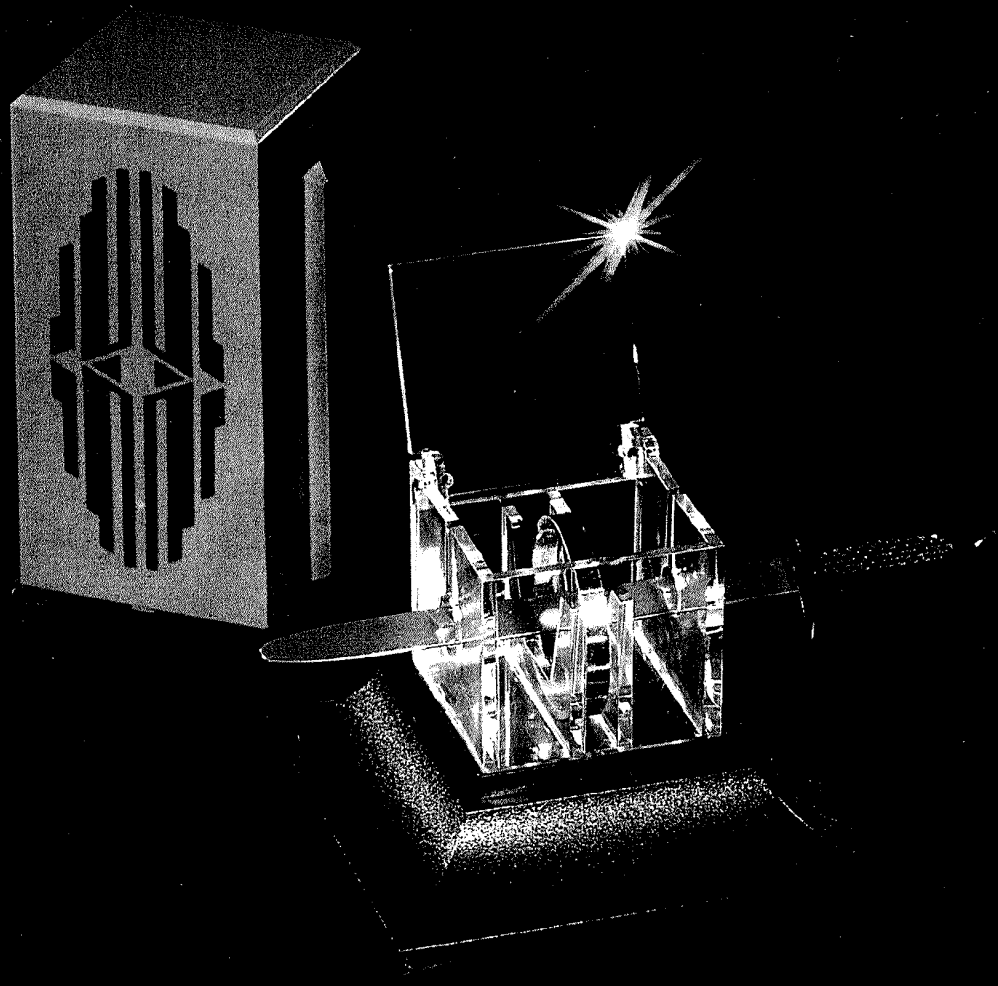
4941 Travel Memory® **Ctn. Quan. 12 Ctn. Wt. 9 lbs.**
Ages 4 and up. 1-2 Players. Box size: 8¼" x 6¼" x 1¾".

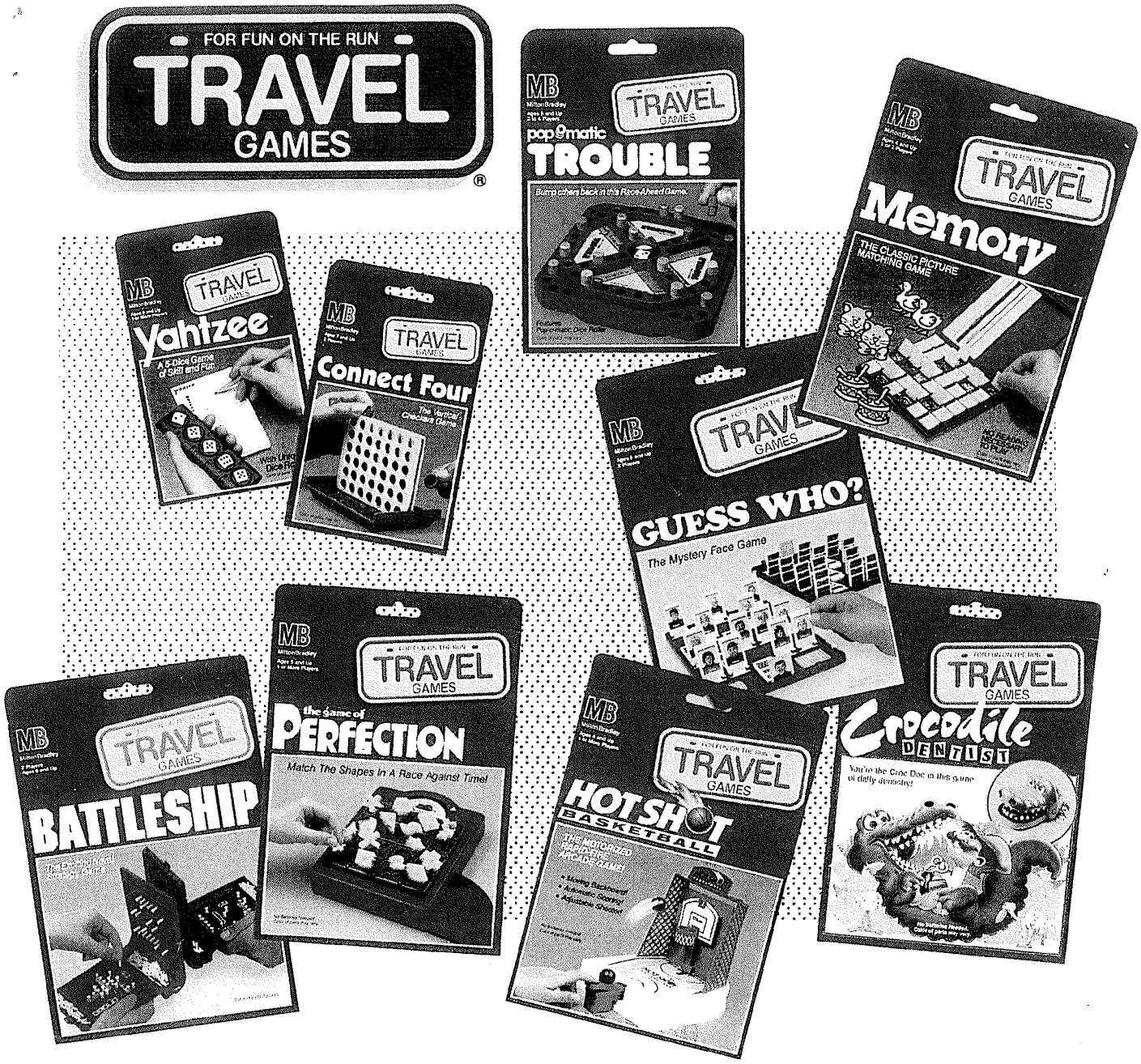
We've got the

Magic

Milton Bradley

Spring 1994





TRAVEL GAMES

Take-along fun for any age group! Choose from nine compact games designed for play anytime you go away: for vacations, picnics, commuting, day trips, and more! Each travel game sets up in seconds, is easy to play, and is completely self-contained. TRAVEL GAMES . . . for fun on the run!

E2402 Travel Yahtzee® Ctn. Quan. 12 Ctn. Wt. 6 lbs.
Ages 8 and up. For 1 or more Players. Box size: 5¾" x 4" x 1¾".

4019 Travel Guess Who?® Ctn. Quan. 12 Ctn. Wt. 9 lbs.
Ages 6 and up. For 2 Players. Box size: 8¼" x 6¼" x 1¾".

4129 Travel Perfection® Ctn. Quan. 12 Ctn. Wt. 10 lbs.
Ages 5 and up. For 1 or more Players. Box size: 8¼" x 6¼" x 1¾".

4313 Travel Connect Four® Ctn. Quan. 12 Ctn. Wt. 5 lbs.
Ages 7 and up. For 2 Players. Box size: 5¾" x 4" x 1¾".

4314 Travel Hot Shot Basketball® Ctn. Quan. 12 Ctn. Wt. 10 lbs.
Ages 6 and up. For 1 or more Players. Box size: 8¼" x 6¼" x 1¾".

4315 Travel Crocodile Dentist® Ctn. Quan. 8 Ctn. Wt. 7 lbs.
Ages 4 and up. For 2 or more Players. Box size: 8¼" x 6¼" x 2¾".

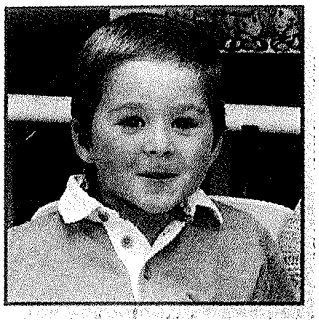
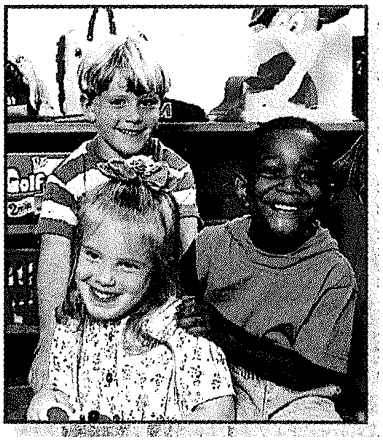
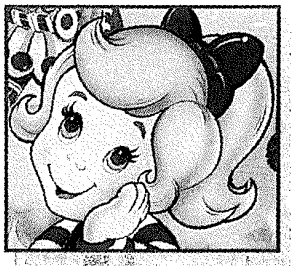
4419 Travel Battleship® Ctn. Quan. 12 Ctn.Wt. 8 lbs.
Ages 8 and up. For 2 Players. Box size: 8¼" x 6¼" x 1¾".

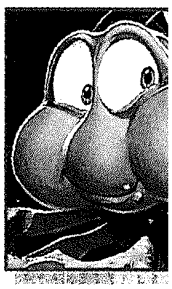
4704 Travel Trouble® Ctn. Quan. 12 Ctn. Wt. 5 lbs.
Ages 5 and up. For 2-4 Players. Box size: 7" x 5½" x 1⅞".

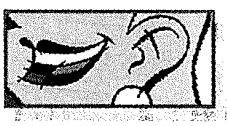
4941 Travel Memory® Ctn. Quan. 12 Ctn. Wt. 9 lbs.
Ages 4 and up. For 1-2 Players. Box size: 8¼" x 6¼" x 1¾".

Smiles From Year to Year!

MILTON BRADLEY 199





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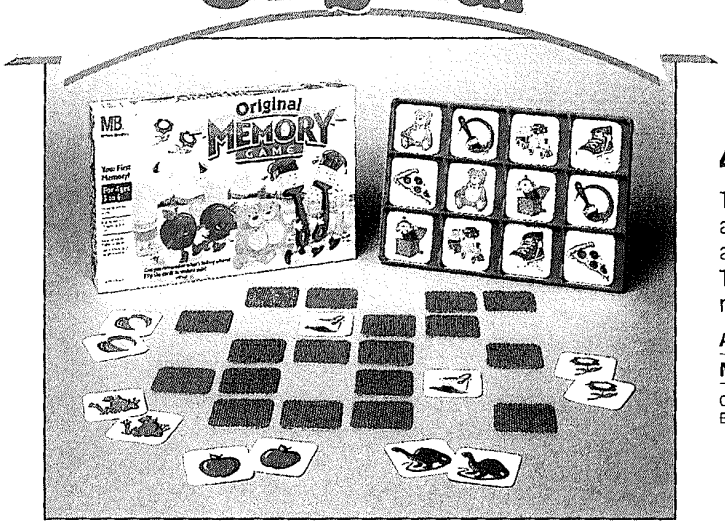


4664 THE ORIGINAL MEMORY®

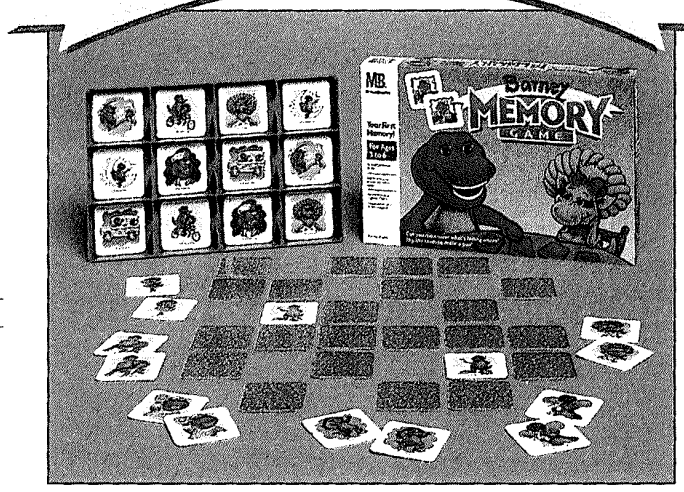
The child looks for identical picture cards: two apples, two flowers, etc. Cards that don't match are turned face-down again for future matches. The winner is the player who has made the most matches once all cards have been picked up.

Ages 3-6. 1 or More Players.

No. 4664	Ctn. Quan. 12	Ctn. Wt. 13 lbs.

CONTAINS: 36 matching pairs of cards and plastic tray.
Box size: 7¼" x 10¾" x 1⅜".

Barney™



4344 BARNEY™ MEMORY®

Here comes the most famous purple dinosaur around, challenging his young fans to help find matching picture cards! Children flip over two cards at a time, trying to remember where to find a matching pair. Features Barney and his friends from TV. No reading required.

Age 3-6. 1 or More players.

No. 4344	Ctn. Quan. 12	Ctn. Wt. 12 lbs.

CONTAINS: 36 matching pairs of cards and plastic tray.
Box size: 7¼" x 10¾" x 1⅜".

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Animal Families

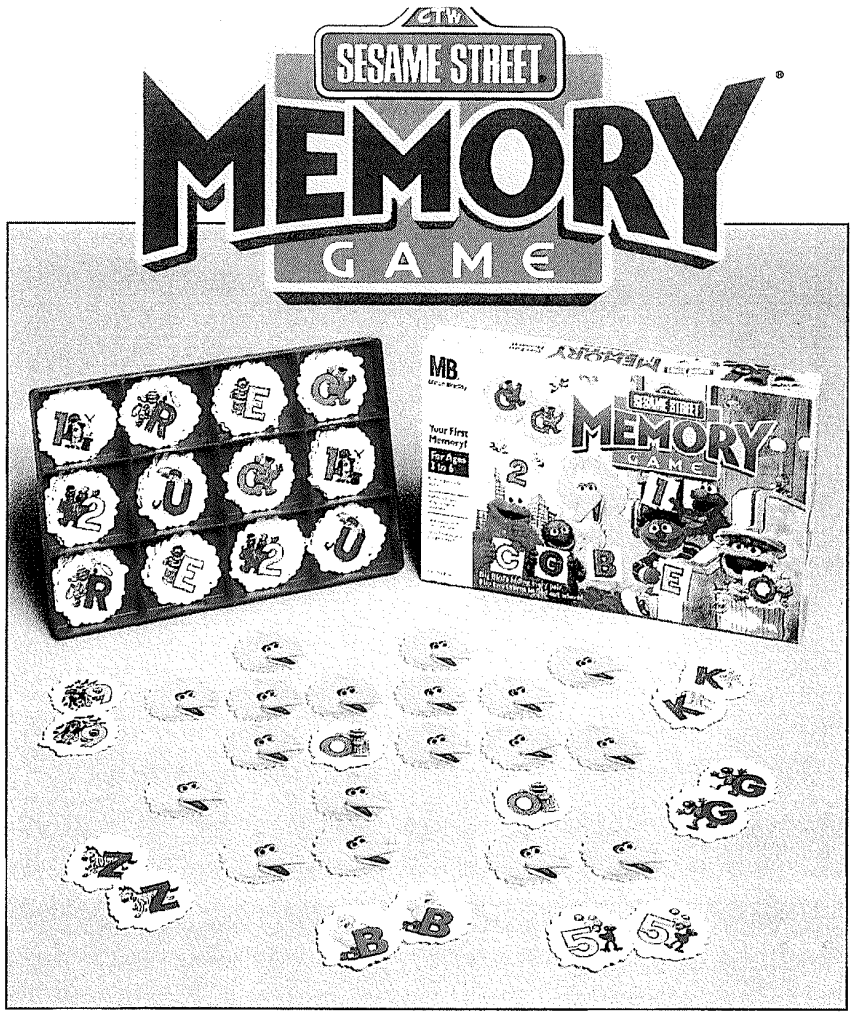
4020 ANIMAL FAMILIES MEMORY®

Young players match up animal parents with their babies: cat with kitten, bear with cub, etc. The child who brings together the most animal families wins the game. Fosters a child's natural fondness for animals.

Ages 3-6. 1 or More Players.

No. 4020	Ctn. Quan. 12	Ctn. Wt. 13 lbs.

CONTAINS: 36 matching pairs of cards and plastic tray.
Box size: 7¼" x 10¾" x 1⅜".



4214 SESAME STREET® MEMORY®

Big Bird invites all his friends to Sesame Street for some fun-filled letters and numbers matching! By flipping over two Big Bird cards at a time, players try to pair up identical picture cards. The winner is the child that ends up with the most matching cards. Features all the favorite Sesame Street characters. No reading required.

Ages 3-6. 1 or More Players.

No. 4214	Ctn. Quan. 12	Ctn. Wt. 13 lbs.

CONTAINS: 36 matching pairs of cards and plastic tray.
Box size: 7¼" x 10¾" x 1⅜".

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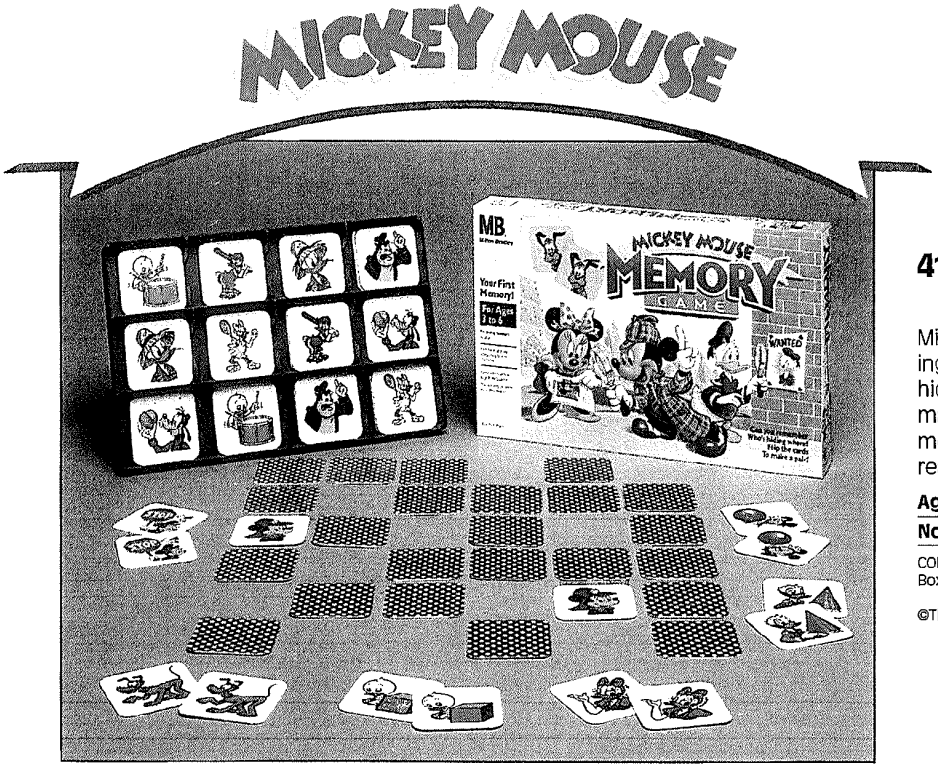


4116 MICKEY MOUSE MEMORY®

Mickey invites youngsters for some matching fun! Players try to remember what's hiding where . . .then flip the cards to make a pair! Object is to end up with the most matching Disney characters. No reading required.

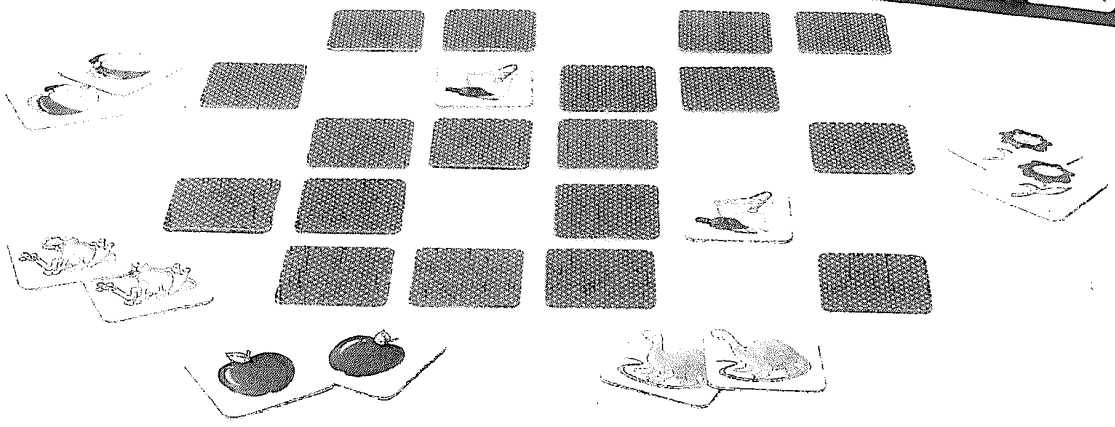
Ages 3-6. 1 or More Players.

No. 4116	Ctn. Quan. 12	Ctn. Wt. 13 lbs.

CONTAINS: 36 matching pairs of cards and plastic tray.
Box size: 7¼" x 10¾" x 1⅜".

©The Walt Disney Company.

HM00070



4664 THE ORIGINAL MEMORY®

The all-time favorite recall game! Children look for identical picture cards: two apples, two flowers, etc. Cards that don't match are turned face-down again for future matches. The winner is the player who has made the most matches once all cards have been picked up.

Ages 3-6. 1 or More Players.

No. 4664	Ctn. Quan. 12	Ctn. Wt. 13 lbs.

CONTAINS: 36 matching pairs of cards and plastic tray. Box size: 7¼" x 10¾" x 1⅝".

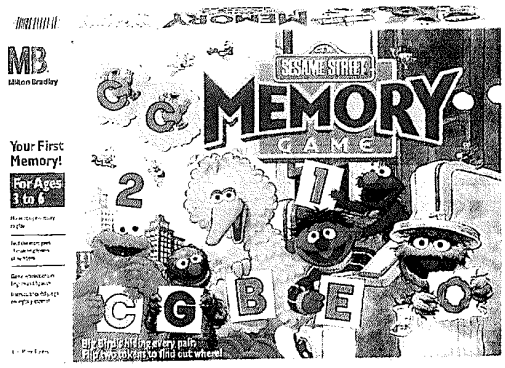
4020 ANIMAL FAMILIES MEMORY®

Young players match up animal parents with their babies: cat with kitten, bear with cub, etc. The child who brings together the most animal families wins the game. Fosters a child's natural fondness for animals.

Ages 3-6. 1 or More Players.

No. 4020	Ctn. Quan. 12	Ctn. Wt. 13 lbs.

CONTAINS: 36 matching pairs of cards and plastic tray.
Box size: 7¼" x 10¾" x 1⅝".



4214 SESAME STREET® MEMORY®

Big Bird invites all his friends to Sesame Street for some fun-filled letters and numbers matching! By flipping over two Big Bird cards at a time, players try to pair up identical picture cards. The winner is the child that ends up with the most matching cards. Features all the favorite Sesame Street characters. No reading required.

Ages 3-6. 1 or More Players.

No. 4214	Ctn. Quan. 12	Ctn. Wt. 13 lbs.

CONTAINS: 36 matching pairs of cards and plastic tray. Box size: 7¼" x 10¾" x 1⅛".

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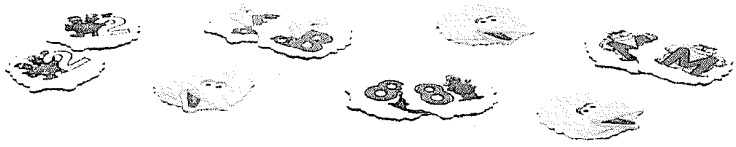

4344 BARNEY™ MEMORY®

Here comes the most famous purple dinosaur around, challenging his young fans to help find matching picture cards! Children flip over two cards at a time, trying to remember where to find a matching pair. Features Barney and his friends from TV. No reading required.

Age 3-6. 1 or More players.

No. 4344	Ctn. Quan. 12	Ctn. Wt. 12 lbs.

CONTAINS: 36 matching pairs of cards and plastic tray. Box size: 7¼" x 10¾" x 1⅛".

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4116 MICKEY MOUSE MEMORY®

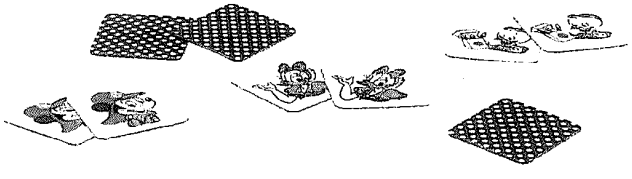
Mickey invites youngsters for some matching fun! Players try to remember what's hiding where . . .then flip the cards to make a pair! Object is to end up with the most matching Disney characters. No reading required.

Ages 3-6. 1 or More Players.

No. 4116	Ctn. Quan. 12	Ctn. Wt. 13 lbs.

CONTAINS: 36 matching pairs of cards and plastic tray. Box size: 7¼" x 10¾" x 1⅛".

©Disney .



Milton Bradley

1997 CATALOG

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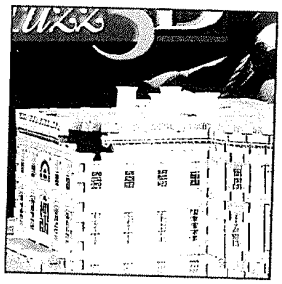
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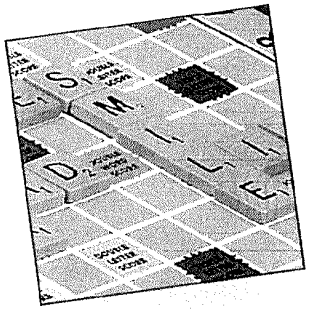
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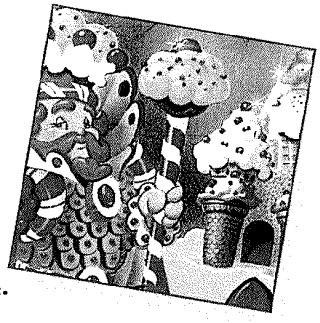
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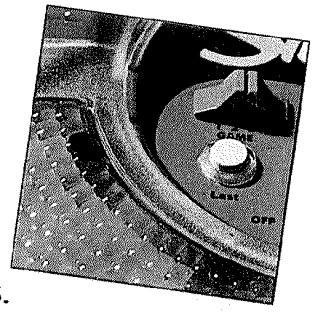

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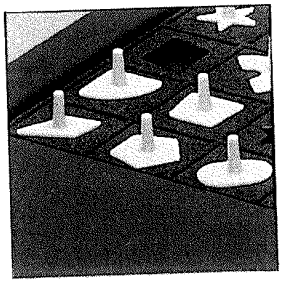
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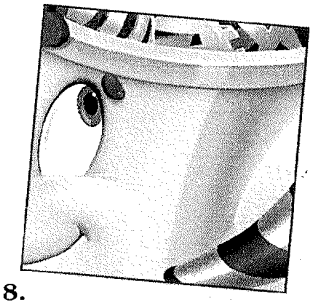
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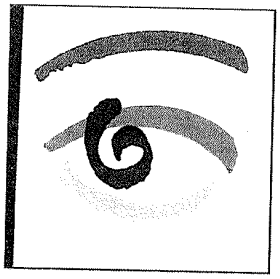
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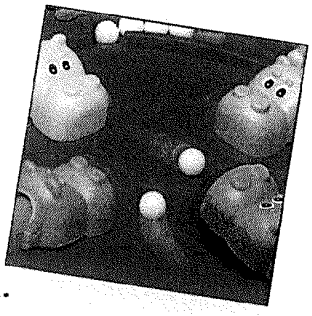
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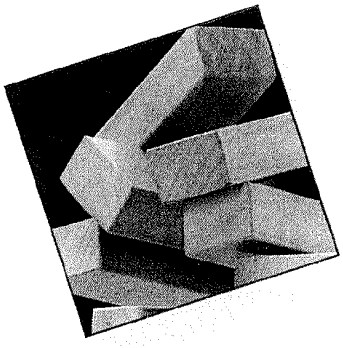
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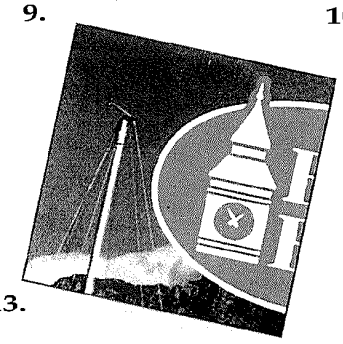
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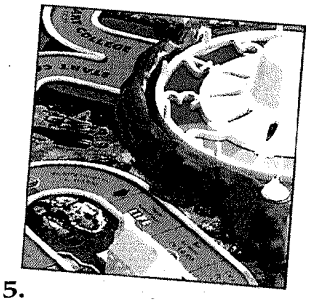
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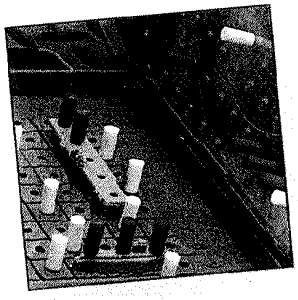
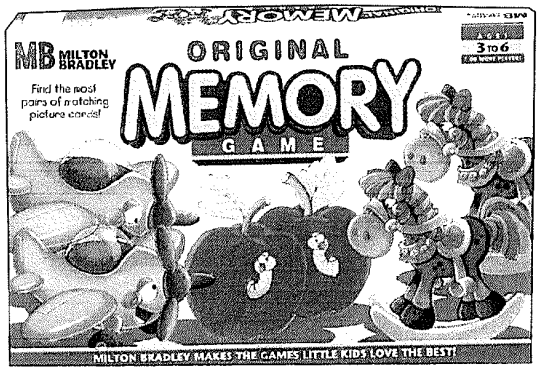
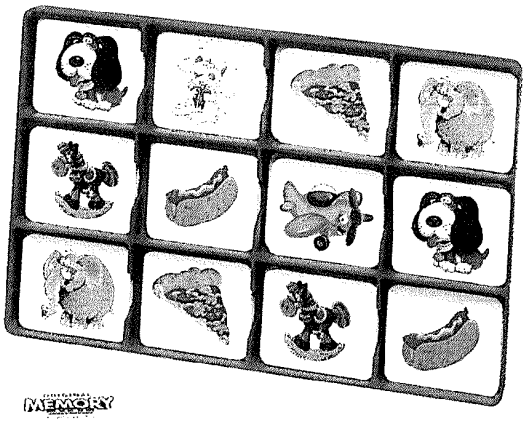
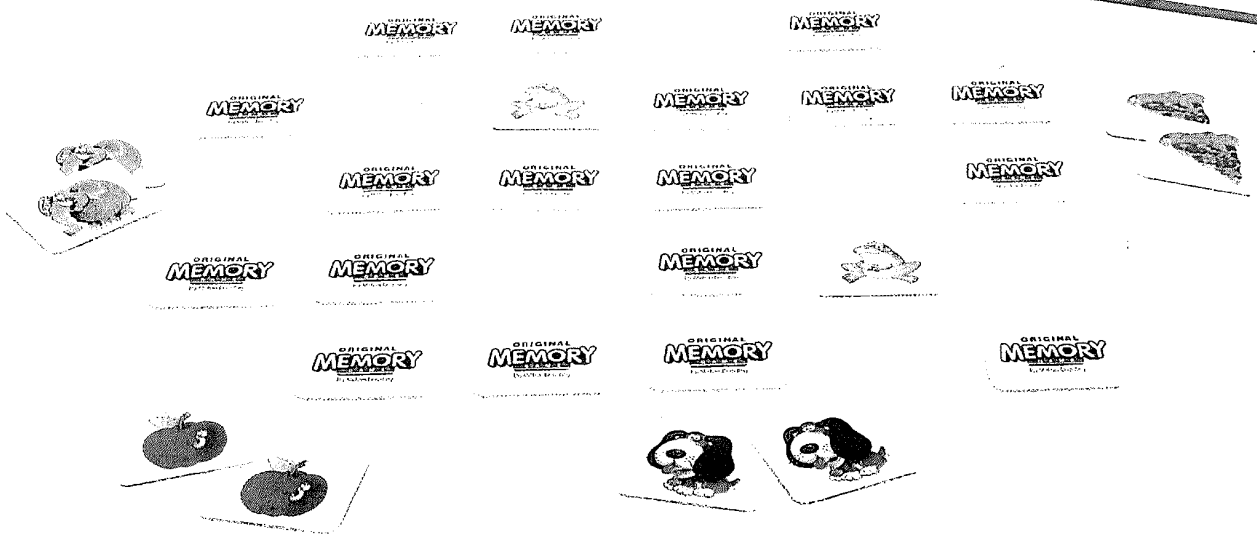

16.

THE NAME OF THE GAME

Each box above gives you a glimpse of a different Milton Bradley game or puzzle.
See if you can name all sixteen.
(*Answers on back cover.*)







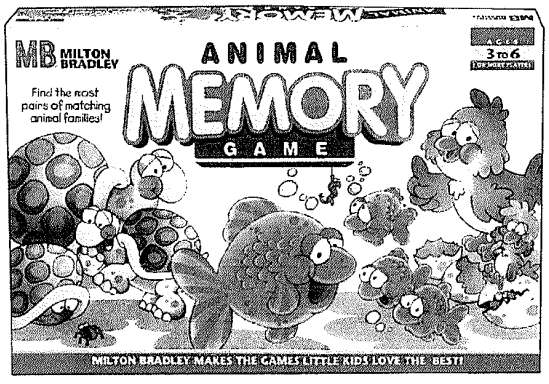
4664 THE ORIGINAL MEMORY®

The all-time favorite recall game! Children look for identical picture cards: two apples, two flowers, etc. Cards that don't match are turned face-down again for future matches. The winner is the player who has made the most matches once all cards have been picked up.

Ages 3-6. 1 or More Players.

No. 4664	**Ctn. Quan. 12**	**Ctn. Wt. 14 lbs.**

CONTAINS: 36 matching pairs of cards and plastic tray. Box size: 7¼" x 10¾" x 1⅝".



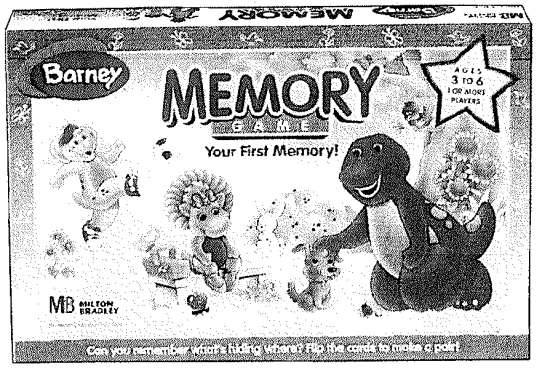
4020 ANIMAL MEMORY®

Young players match up animal parents with their babies: cat with kitten, bear with cub, etc. The child who brings together the most animal families wins the game. Fosters a child's natural fondness for animals.

Ages 3-6. 1 or More Players.

No. 4020	**Ctn. Quan. 12**	**Ctn. Wt. 14 lbs.**

CONTAINS: 36 matching pairs of cards and plastic tray. Box size: 7¼" x 10¾" x 1⅝".



4344 BARNEY™ MEMORY®

Here comes the most famous purple dinosaur around, challenging his young fans to help find matching picture cards! Children flip over two cards at a time, trying to remember where to find a matching pair. Features Barney and his friends from TV. No reading required.

Age 3-6. 1 or More players.

No. 4344	Ctn. Quan. 12	Ctn. Wt. 12 lbs.

CONTAINS: 36 matching pairs of cards and plastic tray. Box size: 7¼" x 10¾" x 1⅜".

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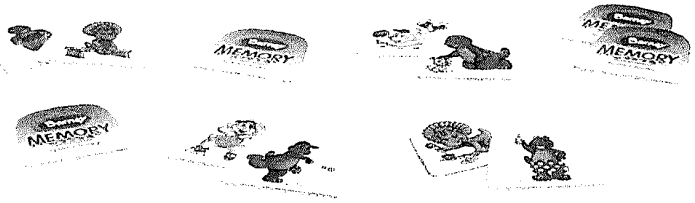
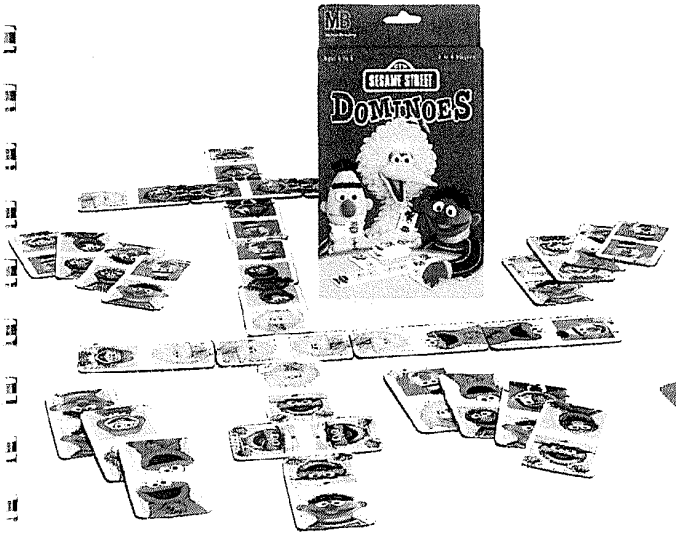
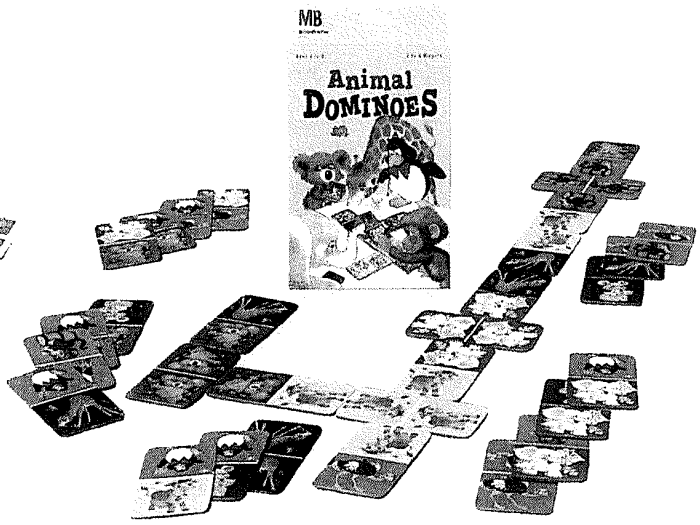
Barney and BJ are Reg. U.S. Pat. & TM. off.







4797 SESAME STREET® DOMINOES

The perfect beginner's game for young Sesame Street fans everywhere! Players start out with the Big Bird double domino and try to add a matching Sesame Street character to one of the ends each turn. The winner is the player to first place all of his or her dominoes or to have the fewest remaining at the end of the game.

Ages 4 and up. 2-4 Players.

No. 4797	Ctn. Quan. 12	Ctn. Wt. 15 lbs.

CONTAINS: 30 cardboard dominoes. Box size: 7¼" x 5⅛" x 1¼".

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4796 ANIMAL DOMINOES

Cute animal friends are eager to be matched up in this charming game for young girls and boys! It's so easy to play, and no reading is required: Players take turns adding a domino that matches one of the animals at any end of the chain.

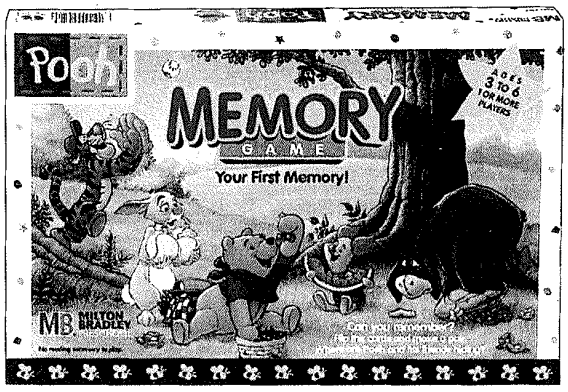
Ages 4 and up. 2-4 Players.

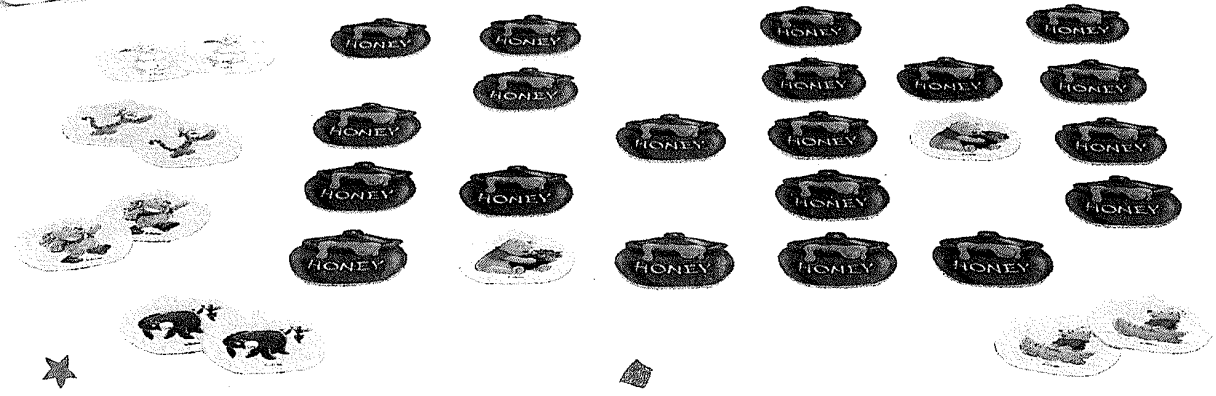
No. 4796	Ctn. Quan. 12	Ctn. Wt. 15 lbs.

CONTAINS: 30 cardboard dominoes. Box size: 7¼" x 5⅛" x 1¼".

© 1991, 1994 Hasbro, Inc.

Pooh MEMORY® GAME





NEW

4716 POOH MEMORY® GAME

What could be more fun than playing hide and seek with Pooh? Players flip over two cards to try and find a match. The player with the most matching pairs wins the game! Look for Pooh and all of his friends. No reading required.

Ages 3-6. 1 or More Players.

No. 4716	Ctn. Quan. 12	Ctn. Wt. 14 lbs.

CONTENTS: 36 matching pairs of cards and plastic tray. Box size: 9¾" x 10¼" x 1⅜".

© Disney.
Based on the "Winnie the Pooh" works.
© A.A. Milne and E.H. Shepard.

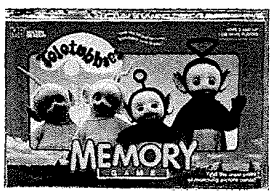
Exhibit 5-A

HM00077

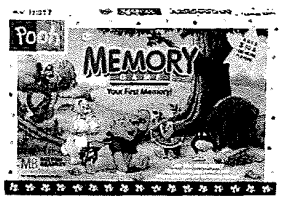
6 BOGGLE® JR. GAME

40870 PETS-A-POPPIN'™ PLAYSKOOL GAME

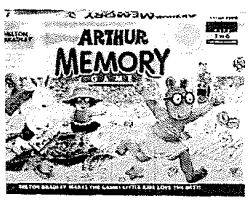
THE ORIGINAL MEMORY® GAME



4864 TELETUBBIES™ MEMORY® GAME

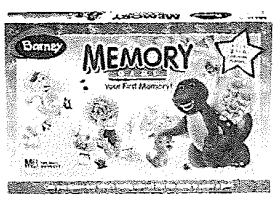


4716 POOH MEMORY® GAME



ARTHUR® MEMORY® GAME

41020 MICKEY FOR KIDS – MEMORY® GAME



4344 BARNEY™ MEMORY® GAME

00456 Boggle® Jr. Game
- Preschool "A...B...C" learning games grow with the child.
- Match letter cubes to picture/word cards in 2 multi-level games.
- Letter and word recognition, matching, spelling and memory.

Ages: 3 to 6 **1-2 Players**
Ctn. Quan: 6 **Box size: 10 1/2" x 10 1/2" x 2"**

40870 Pets-A-Poppin'™ Playskool Game
- 3 matching and counting floor games that grow with the child.
- Roll the ball to flip the targets and turn dogs into a cats. Keep score.

Ages: 3 to 6 **2 Players**
Ctn. Quan: 4 **Box size: 14" x 9" x 3 1/2"**
U.S. Patent Pending

4664 The Original Memory® Game
- All-time favorite recall game.
- Find the most pairs of matching picture cards to win!

Ages: 3 to 6 **1 or More Players**
Ctn. Quan: 12 **Box size: 7 1/4" x 10 3/4" x 1 3/8"**

4864 Teletubbies™ Memory® Game
- A child's first memory game, featuring the TELETUBBIES.™
- Try to find a pair of identical tiles by matching colors, shapes or pictur
- No reading required.

Ages: 3 to 6 **1 or More Players**
Ctn. Quan: 12 **Box size: 7 1/4" x 10 3/4" x 1 3/8"**

4716 Pooh Memory® Game
- Recall game featuring Pooh and his friends.
- Flip over two honey pot cards at a time to find the most matching pair

Ages: 3 to 6 **1 or More Players**
Ctn. Quan: 12 **Box size: 7 1/4" x 10 3/4" x 1 3/8"**

4819 Arthur® Memory® Game
- Can you remember where Arthur and his friends are hiding?
- Flip over two picture cards...can you can find a matching pair?

Ages: 3 to 6 **1 or More Players**
Ctn. Quan: 12 **Box size: 7 1/4" x 10 3/4" x 1 3/8"**

41020 Mickey for Kids — Memory® Game
- Recall game featuring Mickey's hometown parade.
- Match the most card pairs to win!

Ages: 3 to 6 **1 or More Players**
Ctn. Quan: 12 **Box size: 7 1/4" x 10 3/4" x 1 3/8"**

4344 Barney™ Memory® Game
- Recall game featuring Barney and his friends.
- Match the most picture card pairs to win!

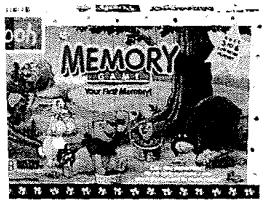
Ages: 3 to 6 **1 or More Players**
Ctn. Quan: 12 **Box size: 7 1/4" x 10 3/4" x 1 3/8"**

HM00078

2 TALKIN' TIGGER BOUNCE GAME

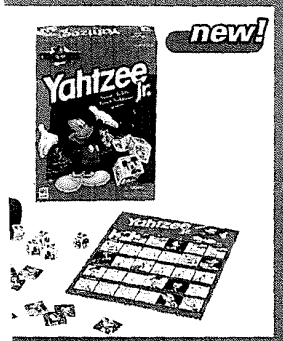
41051 CANDY LAND® POOH EDITION GAME

40897 POOH 100 ACRE WOOD STAMP GAME



MEMORY® POOH EDITION GAME

41016 MICKEY FOR KIDS – CLUE® JR. GAME



MICKEY FOR KIDS – YAHTZEE® JR. GAME

41014 MICKEY FOR KIDS BARN BUZZIN' GOOFY GAME

41020 MICKEY FOR KIDS –

40952 Talkin' Tigger Bounce Game
- "Hoo-Hoo! Tell me who you found!" "Tiggers love to bounce!"
- Plush Tigger leads 2 games, 1 activity and says over 100 words!
- No reading required.

Ages: 3 and Up **1 to Many Players**
Ctn. Quan: 3 **Box size: 7 7/8" x 11 1/2" x 7 7/8"**
U.S. Patent Pending

41051 Candy Land® Pooh Edition 100 Acre Wood Picnic Game
- Help Pooh and friends pick up treats for a 100 Acre Wood picnic.
- Includes 4 unique Pooh character pawns, 9 stand-up scenes and recip
- No reading required.

Ages: 3 to 6 **2-4 Players**
Ctn. Quan: 6 **Box size: 10 1/2" x 15 3/4" x 1 7/16"**

40897 Pooh 100 Acre Wood Stamp Game
- Use color matching to find your way to a friend's house.
- Then stamp your score pad with that friend's picture.
- The first player to get 3 stamps in a row wins!
- Includes Pooh figure, 6 rubber stamps of Pooh Pals, and pad of non-toxic, washable ink.

Ages: 3 and Up **2-4 Players**
Ctn. Quan: 6 **Box size: 16 1/16" x 9 9/16" x 2 3/16"**

4716 Memory® Pooh Edition Game
- Recall game featuring Pooh and his friends.
- Flip over two honey pot cards at a time to find the most matching pairs

Ages: 3 to 6 **1 or More Players**
Ctn. Quan: 12 **Box size: 7 1/4" x 10 3/4" x 1 3/8"**

41016 Mickey for Kids — Clue® Jr. Game
- Solve the Case of the Lonesome Ghosts by process of elimination.
- Specially designed for ages 5 to 8. No reading required.

Ages: 5 to 8 **2-4 Players**
Ctn. Quan: 6 **Box size: 10 1/2" x 10 1/2" x 2"**

41049 Mickey for Kids — Yahtzee® Jr. Game
- Your child's first YAHTZEE game, starring Mickey Mouse and his friends
- No reading required.

Ages: 4 and Up **2 -4 Players**
Ctn. Quan: 6 **Box size: 7 7/8" x 10 1/2" x 2 1/2"**

41014 Mickey for Kids Barn Buzzin' Goofy Game
- Fast-paced, low-flyin', barn buzzin' game starring Goofy and his friends.
- No reading required.

Ages: 3 and Up **2 Players**
Ctn. Quan: 4 **Box size: 10 1/2" x 15 3/4" x 3 1/2"**
U.S. Patent No. 5,505,463

41020 Mickey for Kids — Memory® Game
- Recall game featuring Mickey Mouse and his friends.
- Match the most card pairs to win!

Ages: 3 to 6 **1 or More Players**

HM00079

Arthur® Memory® Game
you remember where Arthur and his friends are hiding?
over two picture cards...can you can find a matching pair?

3 to 6 — **1 or More Players**
uan: 12 — **Box size: 7¼" x 10¾" x 1⅞"**

8 Arthur® Picture Path Bingo™ Game
-rated preschool license—books, daily TV show, GAMES!
mple picture-matching "Bingo" games.
'll be first to make a path across the board filled with pictures of
r's friends, family, favorite things?
eading required.

3 to 6 — **2-4 Players**
uan: 6 — **Box size: 10½" x 15¾" x 1 7/16"**

Arthur® Goes to the Library Game
matching game based on the hit book and TV series.
ss which books Arthur and his friends have! End up with the most
to win.

4 to 7 — **2-4 Players**
uan: 6 — **Box size: 9½" x 19" x 1½"**

Barney™ Memory® Game
all game featuring Barney and his friends.
ch the most picture card pairs to win!

3 to 6 — **1 or More Players**
uan: 12 — **Box size: 7¼" x 10¾" x 1⅞"**

4819 ARTHUR® MEMORY® GAME

40938 ARTHUR® PICTURE PATH BINGO™ GAME

4713 ARTHUR® GOES TO THE LIBRARY GAME

4344 BARNEY™ MEMORY® GAME

HM00080

Hasbro
TM

The Original Memory® Game
ne favorite recall game.
the most pairs of matching picture cards to win!

to 6	1 or More Players
y: 12	Box Size: 7¾" x 10½" x 1½"

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Mickey for Kids Memory® Game
ll game featuring Mickey's hometown parade.
h the most card pairs to win!

l to 6	1 or More Players
y: 12	Box Size: 7¾" x 10½" x 1½"

y.
Y® & © 2000 Hasbro, Inc. All Rights Reserved. Under license from urger AG.

l Teletubbies™ Memory® Game
ild's first MEMORY game, starring TV's TELETUBBIES.
o find a pair of identical tiles by matching colors, shapes ictures.
eading required.

3 to 6	1 or More Players
ty: 12	Box Size: 7¾" x 10½" x 1½"

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tY® & © 2000 Hasbro, Inc. All Rights Reserved. Under license from burger AG.

4 Barney™ Memory® Game
all game featuring Barney and his friends.
ch the most picture card pairs to win!

3 to 6	1 or More Players
ty: 12	Box Size: 7¾" x 10½" x 1½"

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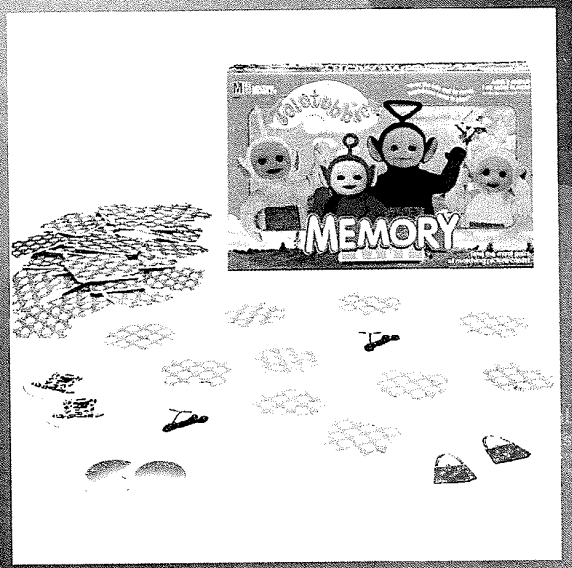
04664 THE ORIGINAL MEMORY® GAME

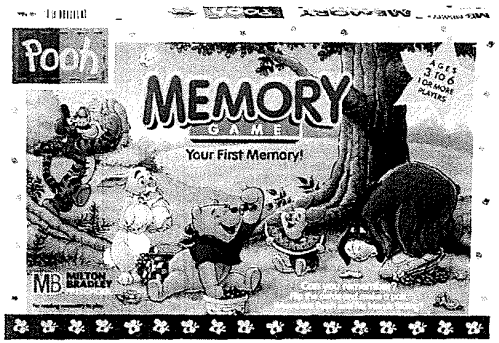
41020 MICKEY FOR KIDS – MEMORY® GAME



04864 TELETUBBIES™ MEMORY® GAME

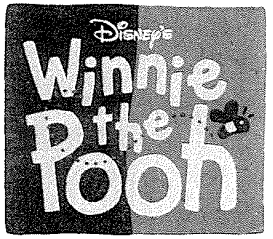
04344 BARNEY™ MEMORY® GAME

HM00082



716 POOH MEMORY® GAME

41351 PARTY FOR POOH 2-IN-1



04716 Pooh Memory® Game
- Recall game featuring Pooh and his friends.
- Flip over two honey pot cards at a time to find the most matching pairs!

Ages: 3 to 6 **1 or More Players**
Ctn. Qty: 12 **Box Size: 7¾" x 10½" x 1½"**

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41351 Party for Pooh 2-in-1
- Two different games – one on each side of the unique interlocking gameboard.
- Includes 16 interlocking pieces, combination spinner and Pooh playing piece.

Ages: 3 & Up **1-4 Players**
Ctn. Qty: 6 **Box Size: 10½" x 10½" x 2"**

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40894 Pooh Dominoes Rumbly Tumbly Matching Game
- Color matching and pairs identification as you build lines of Pooh character "dominoes."
- If you use all of your dominoes first – you win!

Ages: 3 & Up **2-4 Players**
Ctn. Qty: 6 **Box Size: 8½" x 5½" x 1⅜"**

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40952 Talkin' Tigger Bounce Game
- "Hoo-Hoo! Tell me who you found!" "Tiggers love to bounce!
- Plush Tigger leads 2 games, 1 activity and says over 100 wor
- No reading required.
- 3 "AA" batteries required, not included.

Ages: 3 & Up **1 to Many Players**
Ctn. Qty: 3 **Box Size: 7⅞" x 11½" x 7⅞"**

U.S. Patent Pending.

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71 Pokémon™ Memory® Game

ssic game of MEMORY appeals to today's kids – Pokémon-style!

: player who finds the most matching tokens wins!

: 3 to 6	1 or More Players
Qty: 6	Box Size: 7 7/8" x 10 1/2" x 1 3/8"

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13 Pokémon™ Jr. Adventure Game

adventure storytelling game featuring one of kids' hottest lectibles: POKÉMON!

yers collect POKÉMON with each story-game, in a quest to ome POKÉMON masters!

ludes 26 POKÉMON Power Cards, 2 Poké Coins, 6 POKÉMON iner Cards and more!

6 to 8	1-6 Players
Qty: 8	Box Size: 7" x 3 3/4" x 1 5/8"

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13 Pokémon™ Yahtzee® Jr.

l and match your favorite POKÉMON characters!

oy the classic fun of the YAHTZEE game.

4 & Up	2-4 Players
Qty: 6	Box Size: 10 1/2" x 7 7/8" x 2 1/2"

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41371 POKÉMON™ MEMORY® GAME

41413 POKÉMON™ JR. ADVENTURE GAME

41403 POKÉMON™ YAHTZEE® JR.

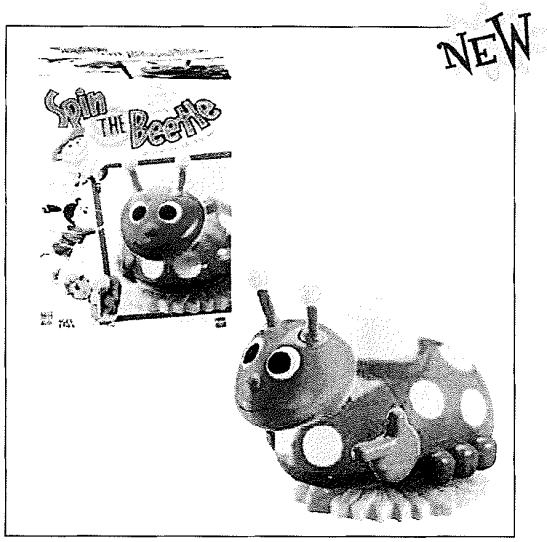
HM00084

Toy Fair 2001

Games & Puzzles

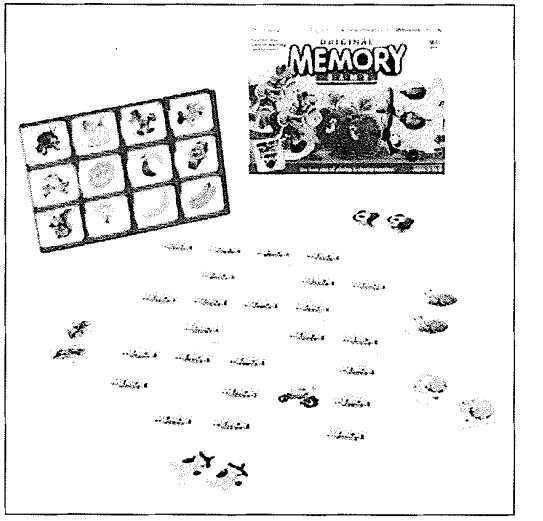
HM00085

40396 WHEELS ON THE BUS™ GAME



41013 SPIN THE BEETLE™ GAME

04807 FISHIN' AROUND® GAME



04664 THE ORIGINAL MEMORY® GAME

40396 Wheels on the Bus™ Game
- Musical bus plays a favorite childhood song!
- Gameplay combines memory recognition and luck.
- Collect one each of the four different bus part tokens, and you win!
- 3 "AA" batteries required, not included.

Ages: 3 & Up **2-4 Players**
Ctn Qty: 3 **Box Size: 10½" x 10½" x 4"**

41013 Spin the Beetle™ Game
- The talking, musical, spin, listen and do game!
- Colorful, spinning beetle features over 75 phrases to keep players entertained for hours!
- Features 2 different games, including a favorite based on the popular "Simon Says"!
- 3 "AA" batteries required, not included.

Ages: 3 to 6 **2 or More Players**
Ctn Qty: 4 **Box Size: 10½" x 7⅞" x 7⅞"**

04807 Fishin' Around® Game
- The motorized, musical fish-catching game that kids love!
- Eight little fishies swim to and fro. Catch 'em quickly, as round they go!
- 3 "C" batteries required, not included.

Ages: 3 to 6 **2-4 Players**
Ctn Qty: 4 **Box Size: 10½" x 15¾" x 4⅛"**
U.S. Patent No. D423601

04664 The Original Memory® Game
- All-time favorite recall game.
- Find the most pairs of matching picture cards to win!

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 12 **Box Size: 7⅞" x 10½" x 1½"**
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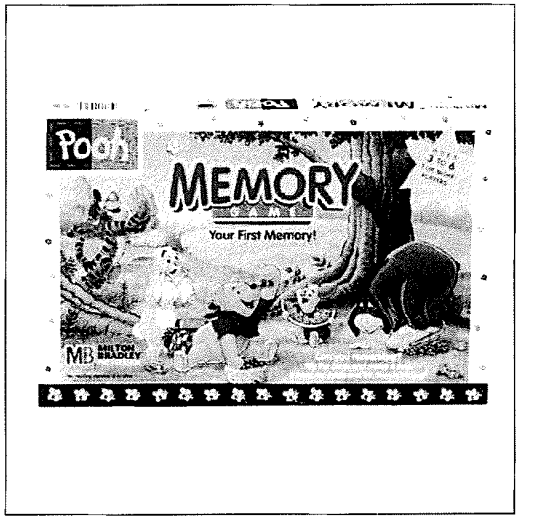
HM00086

40061 BOB THE BUILDER™ MEMORY® GAME

41481 BOB THE BUILDER™
SCOOP'S CONSTRUCTION SITE GAME



04716 POOH MEMORY® GAME

41351 PARTY FOR POOH 2-IN-1

40061 Bob the Builder™ Memory® Game

- Favorite, familiar gameplay features hot, new characters!
- Flip the cards to match the most pairs of Bob, Roley, Wendy and friends, and you win!
- No reading required.

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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41481 Bob the Builder™
Scoop's Construction Site Game

- Be the first to build your own three-story tower and you win!
- Bob the Builder can protect your building with his sturdy sawhorse.
- Keep motorized "Scoop" from going out-of-control: he can crash any player's tower down – even yours!
- 1 "AA" battery required, not included.

Ages: 4 & Up **2-4 Players**
Ctn Qty: 3 **Box Size: 10½" x 10½" x 5"**

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04716 Pooh Memory® Game

- Recall game featuring Pooh and his friends.
- Flip over two honey pot cards at a time to find the most matching pairs!

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 12 **Box Size: 7¾" x 10½" x 1½"**

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41351 Party for Pooh 2-in-1

- Two different games – one on each side of the unique interlocking gameboard.
- Includes 16 interlocking pieces, combination spinner and Pooh playing piece.

Ages: 3 & Up **1-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 10½" x 2"**

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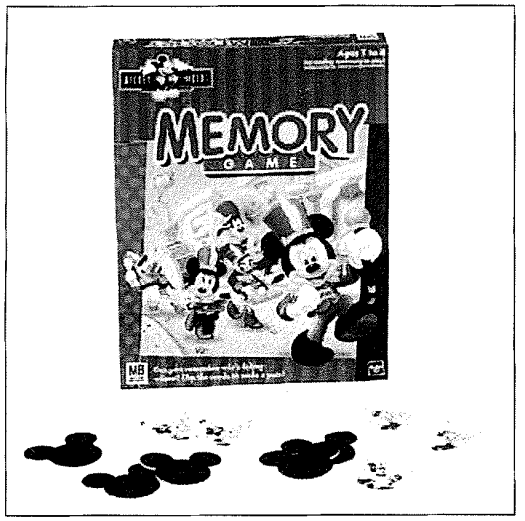
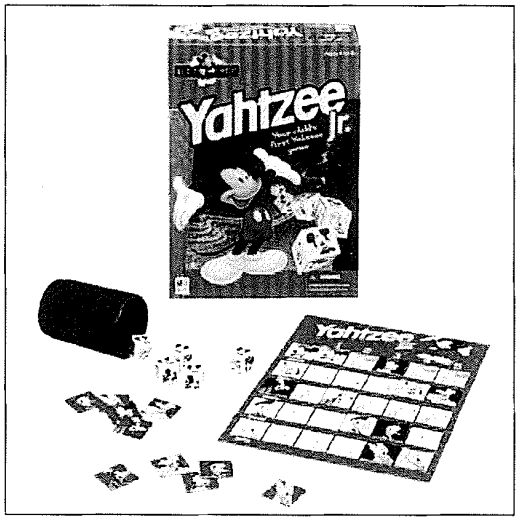


41020 MICKEY FOR KIDS MEMORY® GAME



41049 MICKEY FOR KIDS YAHTZEE® JR. GAME

41317 DRAGON TALES™ MATCHING GAME

00456 S5 BOGGLE® JR. GAME

41020 Mickey for Kids Memory® Game
- Recall game featuring Mickey's hometown parade.
- Match the most card pairs to win!

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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41049 Mickey for Kids Yahtzee® Jr. Game
- Your child's first YAHTZEE game, starring Mickey Mouse and his friends.
- No reading required.

Ages: 4 & Up **2-4 Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 2½"**

© Disney.

41317 Dragon Tales™ Matching Game
- Based on the popular PBS series.
- Be the first dragon to find 4 objects, "flying" over opponents when necessary.

Ages: 3 to 6 **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 10½" x 2"**

Dragon Tales™ & © 1999 Children's Television Workshop/Columbia Tristar Television Distribution. All Rights Reserved. PBS Wordmark® PBS, used with permission. Character design by Ron Rodecker.

00456 S5 Boggle® Jr. Game
- Preschool "A...B...C" learning games grow with the child.
- Match letter cubes to picture/word cards in 2 multi-level games.
- Letter and word recognition, matching, spelling and memory.

Ages: 3 to 6 **1-2 Players**
Ctn Qty: 6 **Box Size: 10½" x 10½" x 2"**

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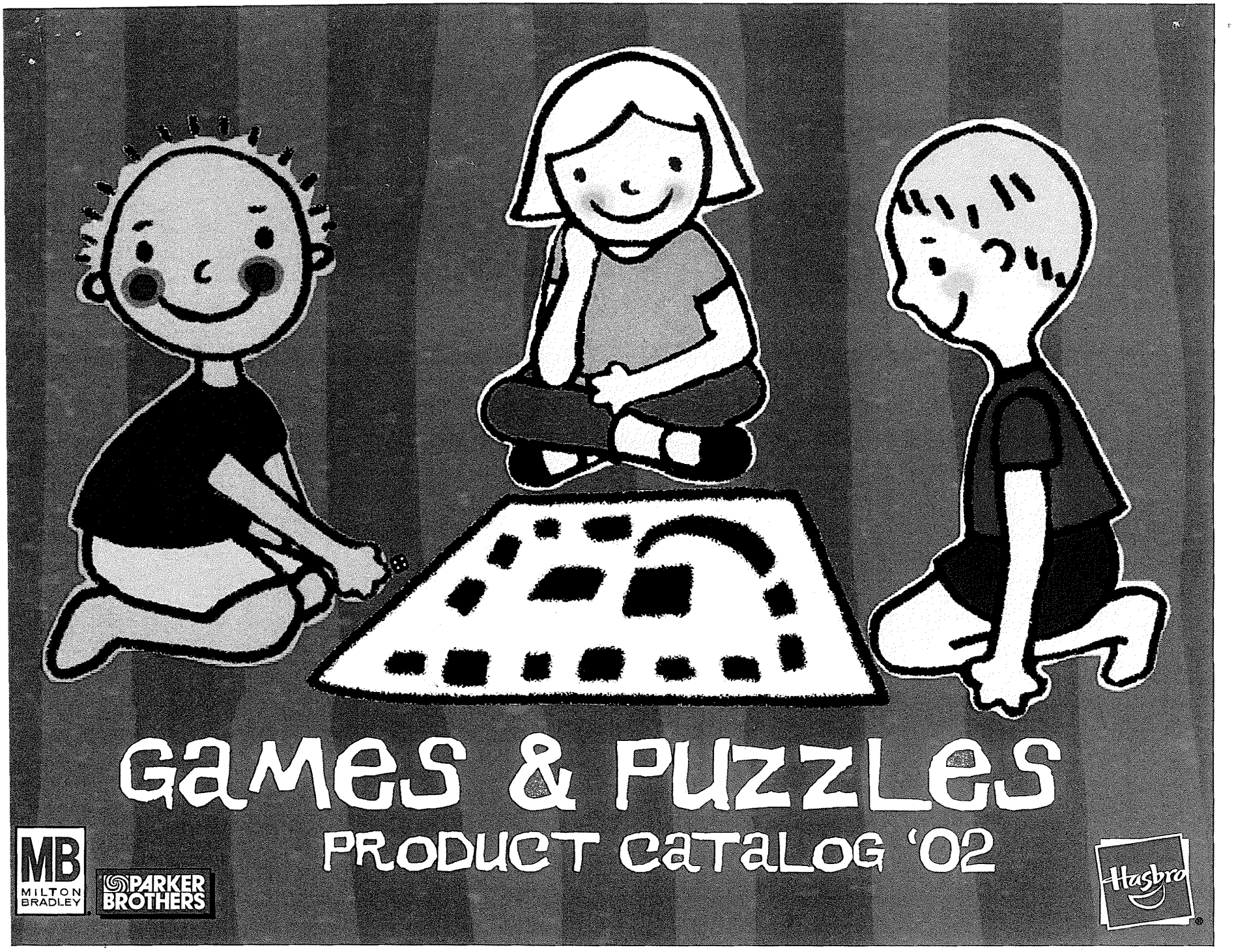

Games & Puzzles

Product Catalog '02

MB MILTON BRADLEY

PARKER BROTHERS

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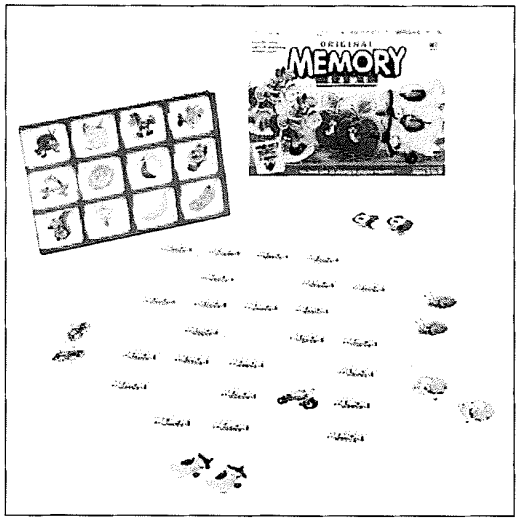
HM00089

04700 S5 CANDY LAND® GAME



04664 THE ORIGINAL MEMORY® GAME

04555 S5 CHUTES AND LADDERS® GAME

44703 HI HO! CHERRY-O® GAME

04700 S5 Candy Land® Game
- Every child's first game!
- Players move along the candy path to reach the Candy Castle.
- No reading required.

Ages: 3 to 6 **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 15¾" x 1½"**

04664 The Original Memory® Game
- All-time favorite recall game.
- Find the most pairs of matching picture cards to win!

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 12 **Box Size: 7⅞" x 10½" x 1½"**

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04555 S5 Chutes and Ladders® Game
- The Exciting Up and Down Game for Little People!
- Land on ladders, race ahead...don't chute back!
- No reading required.

Ages: 4 to 7 **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 15¾" x 1½"**

44703 Hi Ho! Cherry-O® Game
- The game that makes counting as easy as 1, 2, 3!
- Be the first to pick your cherry tree clean.
- No reading required.

Ages: 3 to 6 **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 10½" x 2"**

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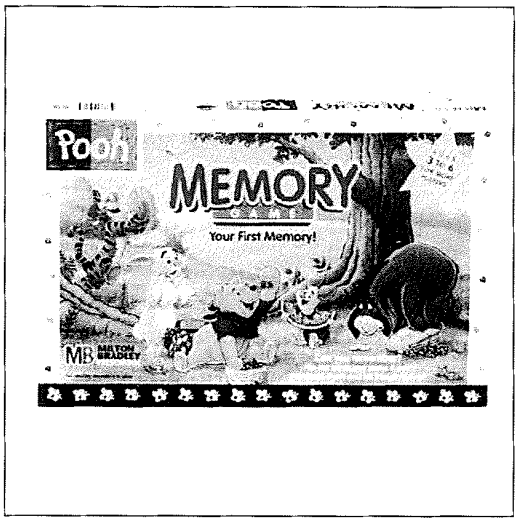
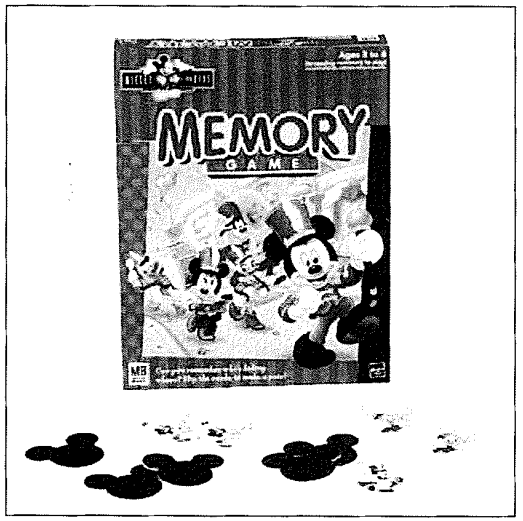
41051 CANDY LAND® POOH EDITION
100 ACRE WOOD PICNIC GAME



04716 POOH MEMORY® GAME

41049 MICKEY FOR KIDS YAHTZEE® JR. GAME



41020 MICKEY FOR KIDS MEMORY® GAME

41051 Candy Land® Pooh Edition
100 Acre Wood Picnic Game

- Help Pooh and friends pick up treats for a 100 Acre Wood picnic.
- Includes 4 unique Pooh character pawns, 9 stand-up scenes and recipe.
- No reading required.

Ages: 3 to 6 **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 15¾" x 1½"**

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04716 Pooh Memory® Game

- Recall game featuring Pooh and his friends.
- Flip over two honey pot cards at a time to find the most matching pairs!

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 12 **Box Size: 7¾" x 10½" x 1½"**

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41049 Mickey for Kids Yahtzee® Jr. Game

- Your child's first YAHTZEE game, starring Mickey Mouse and his friends.
- No reading required.

Ages: 4 and up **2-4 Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 2½"**

© Disney.

41020 Mickey for Kids Memory® Game

- Recall game featuring Mickey's hometown parade.
- Match the most card pairs to win!

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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HM00091

40386 TOY STORY AND BEYOND MEMORY® GAME

40061 BOB THE BUILDER™ MEMORY® GAME

41481 BOB THE BUILDER™ SCOOP'S CONSTRUCTION SITE GAME

40734 BOB THE BUILDER™ BRICKLAYING GAME

40386 Toy Story and Beyond Memory® Game

- Recall game featuring favorite Toy Story characters.
- Can you find the most matching picture pairs to win?
- No reading required.

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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40061 Bob the Builder™ Memory® Game

- Favorite, familiar gameplay features hot, new characters!
- Flip the cards to match the most pairs of Bob, Roley, Wendy and friends, and you win!
- No reading required.

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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41481 Bob the Builder™ Scoop's Construction Site Game

- Be the first to build your own three-story tower and you win!
- Bob the Builder can protect your building with his sturdy sawhorse.
- Keep motorized "Scoop" from going out-of-control: he can crash any player's tower down – even yours!
- 1 "AA" battery required, not included.

Ages: 4 and up **2-4 Players**
Ctn Qty: 3 **Box Size: 10½" x 10½" x 5"**

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40734 Bob the Builder™ Bricklaying Game

- The hammer whackin' brick stackin' skill game.
- Players knock bricks out with the motorized jackhammer and try to stack them on top.
- Cause the Bob the Builder brick to fall and you're out!
- 2 "AA" batteries required, not included.

Ages: 4 and up **2 or More Players**
Ctn Qty: 4 **Box Size: 10½" x 10½" x 3⅜"**

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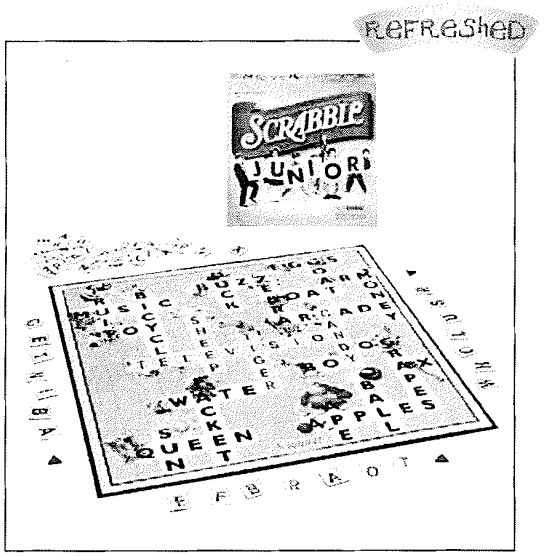
HM00092

40137 MONSTERS, INC. MEMORY® GAME

40143 MONSTERS, INC.
GAME OF LIFE® IN MONSTROPOLIS GAME



04039 S5 SCRABBLE® CROSSWORD GAME FOR JUNIORS

00409 S5 CLUE® JR. GAME

40137 Monsters, Inc. Memory® Game

- Match the most Monster card pairs to win!
- No reading required to play!

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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40143 Monsters, Inc. Game of Life® in Monstropolis Game

- Play the Game of Life like a Monster!
- Retire at Millionaire Estates – Gargoyle Island Beach Resort – with the most money and win!

Ages: 7 and up **2-6 Players**
Ctn Qty: 6 **Box Size: 10½" x 15¾" x 2½"**

© Disney/Pixar.

04039 S5 Scrabble® Crossword Game for Juniors

- Fun word-and-picture version: Match picture words with letter tiles.
- Older players form their own words on the reverse side of the board.

Ages: 5 and up **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 10½" x 2"**

SCRABBLE® is a trademark of Hasbro in the U.S. and Canada.

00409 S5 Clue® Jr. Game

- Solve the Case of the Hidden Toys by process of elimination.
- Specially designed for ages 5 to 8. No reading required.

Ages: 5 to 8 **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 10½" x 2"**

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HM00093

Exhibit 5-B

PARKER BROTHERS

MB MILTON BRADLEY

TIGER

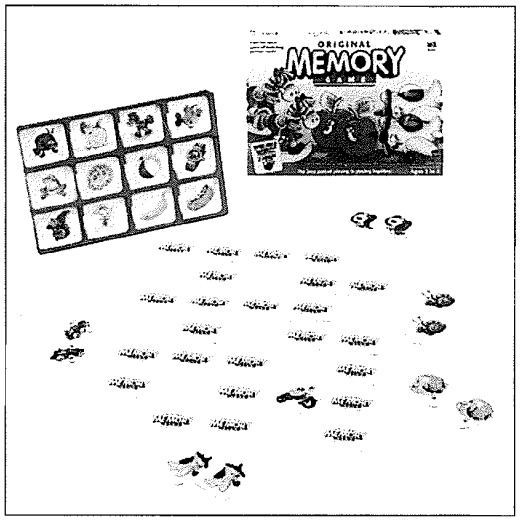
GAMES & PUZZLES

PRODUCT CATALOG 2003

Hasbro®

HM00094

04700S5 CANDY LAND® GAME



04664 THE ORIGINAL MEMORY® GAME

04555S5 CHUTES AND LADDERS® GAME

44703 HI HO! CHERRY-O® GAME

04700S5 Candy Land® Game

- Every child's first game!
- Players move along the candy path to reach the Candy Castle.
- No reading required.

Ages: 3 to 6 **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 15¾" x 1½"**

04664 The Original Memory® Game

- All-time favorite recall game.
- Find the most pairs of matching picture cards to win!

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 12 **Box Size: 7⅞" x 10½" x 1½"**

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04555S5 Chutes and Ladders® Game

- The Exciting Up and Down Game for Little People!
- Land on ladders, race ahead...don't chute back!
- No reading required.

Ages: 4 to 7 **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 15¾" x 1½"**

44703 Hi Ho! Cherry-O® Game

- The game that makes counting as easy as 1, 2, 3!
- Be the first to pick your cherry tree clean.
- No reading required.

Ages: 3 to 6 **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 10½" x 2"**

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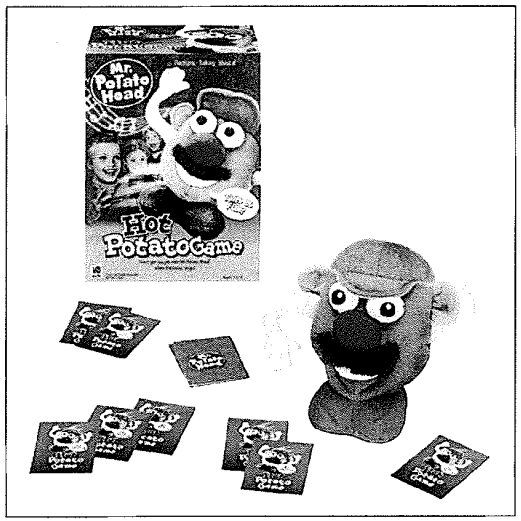
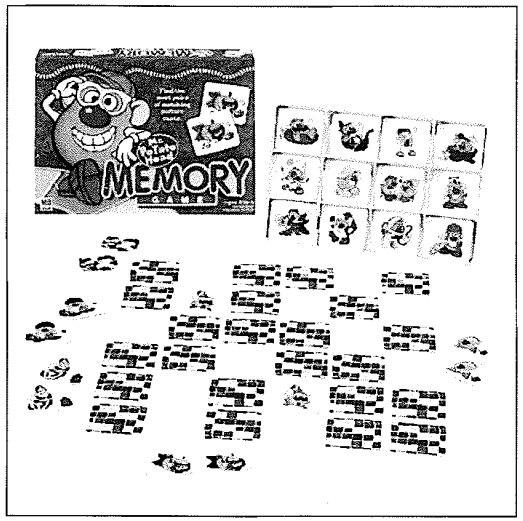
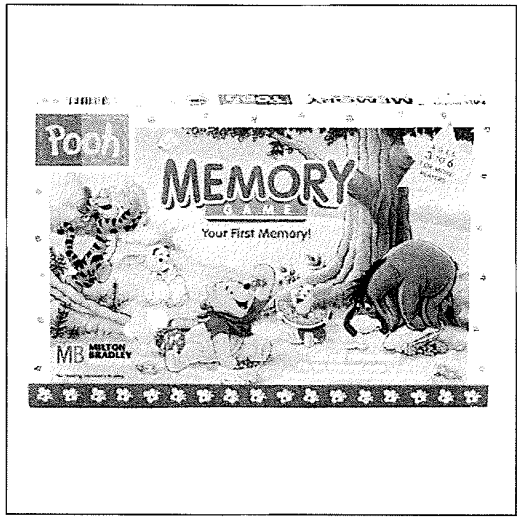


40397 MR. POTATO HEAD® HOT POTATO GAME



40842 MR. POTATO HEAD® MEMORY® GAME

41051 CANDY LAND® POOH EDITION
100 ACRE WOOD PICNIC GAME



04716 POOH MEMORY® GAME

40397 Mr. Potato Head® Hot Potato Game

- The electronic talking musical game.
- Pass Mr. Potato Head around while the music plays. If you're holding him when the music stops, you lose a card.
- Be the last player to still have a card to win!
- 2 "AAA" batteries required, not included.

Ages: 3 to 6 **2 or More Players**
Ctn Qty: 3 **Box Size: 10½" x 7⅞" x 4⅛"**

40842 Mr. Potato Head® Memory® Game

- Recall game featuring Mr. Potato Head & Mrs. Potato Head!
- Match the most spud pairs to win!
- No reading required to play.

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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41051 Candy Land® Pooh Edition 100 Acre Wood Picnic Game

- Help Pooh and friends pick up treats for a 100 Acre Wood picnic.
- Includes 4 unique Pooh character pawns, 9 stand-up scenes and recipe.
- No reading required.

Ages: 3 to 6 **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 15¾" x 1½"**

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04716 Pooh Memory® Game

- Recall game featuring Pooh and his friends.
- Flip over two honey pot cards at a time to find the most matching pairs!

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 12 **Box Size: 7⅞" x 10½" x 1½"**

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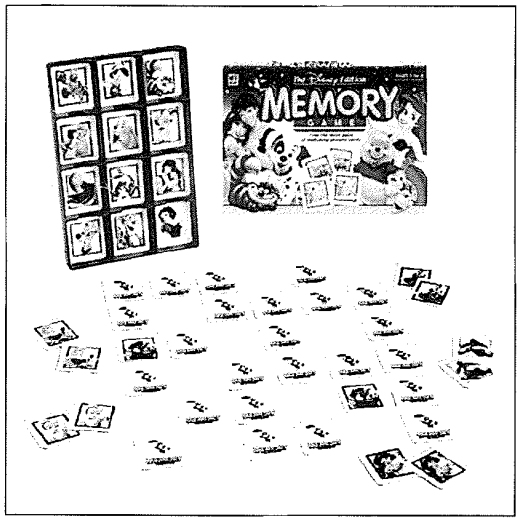
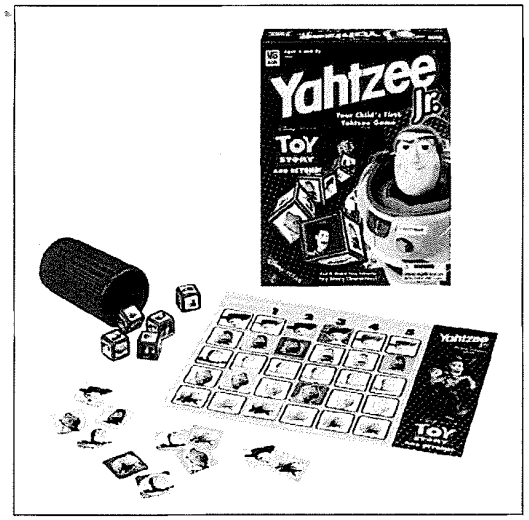
HM00096

41049 YAHTZEE® JR. THE DISNEY EDITION



41020 THE DISNEY EDITION MEMORY® GAME



40872 YAHTZEE® JR. DISNEY/PIXAR TOY STORY AND BEYOND

40386 DISNEY/PIXAR TOY STORY AND BEYOND MEMORY® GAME

41049 Yahtzee® Jr. The Disney Edition
- Roll and match your favorite Disney characters!
- All the fun of the classic YAHTZEE game!

Ages: 4 and up **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 7⅞" x 2½"**

© Disney.

41020 The Disney Edition Memory® Game
- Flip the picture cards to find the most matching pairs.
- Classic Memory game – with Disney magic!
- No reading required to play.

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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40872 Yahtzee® Jr. Disney/Pixar Toy Story and Beyond
- Roll and match your favorite Toy Story characters!
- Enjoy the classic fun of the YAHTZEE game!

Ages: 4 and up **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 7⅞" x 2½"**

© Disney/Pixar.

40386 Disney/Pixar Toy Story and Beyond Memory® Game
- Recall game featuring favorite Toy Story characters.
- Can you find the most matching picture pairs to win?
- No reading required.

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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HM00097

40841 TONKA® MEMORY® GAME

40061 BOB THE BUILDER™ MEMORY® GAME

40734 BOB THE BUILDER™ BRICKLAYING GAME

00456S5 BOGGLE® JR. GAME

40841 Tonka® Memory® Game

- Can you find what's buried where?
- Flip the cards to make a pair!
- Match all of your favorite Tonka trucks!

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7 7/8" x 10 1/2" x 1 1/2"**

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40061 Bob the Builder™ Memory® Game

- Favorite, familiar gameplay features hot, new characters!
- Flip the cards to match the most pairs of Bob, Roley, Wendy and friends, and you win!
- No reading required.

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7 7/8" x 10 1/2" x 1 1/2"**

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40734 Bob the Builder™ Bricklaying Game

- The hammer whackin' brick stackin' skill game.
- Players knock bricks out with the motorized jackhammer and try to stack them on top.
- Cause the Bob the Builder brick to fall and you're out!
- 2 "AA" batteries required, not included.

Ages: 4 and up **2 or More Players**
Ctn Qty: 4 **Box Size: 10 1/2" x 10 1/2" x 3 3/8"**

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00456S5 Boggle® Jr. Game

- Preschool "A...B...C" learning games grow with the child.
- Match letter cubes to picture/word cards in 2 multi-level games.
- Letter and word recognition, matching, spelling and memory.

Ages: 3 to 6 **1-2 Players**
Ctn Qty: 6 **Box Size: 10 1/2" x 10 1/2" x 2"**

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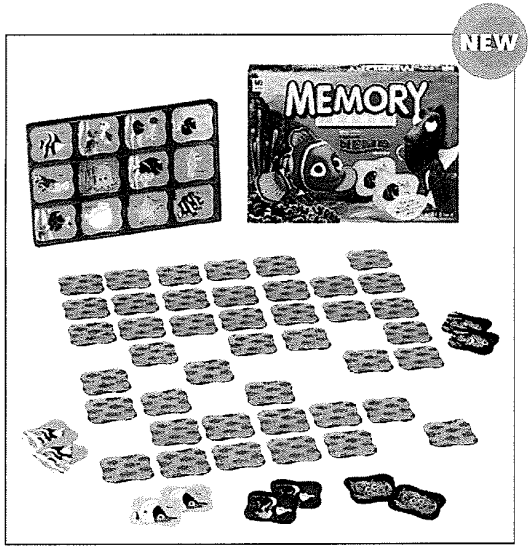
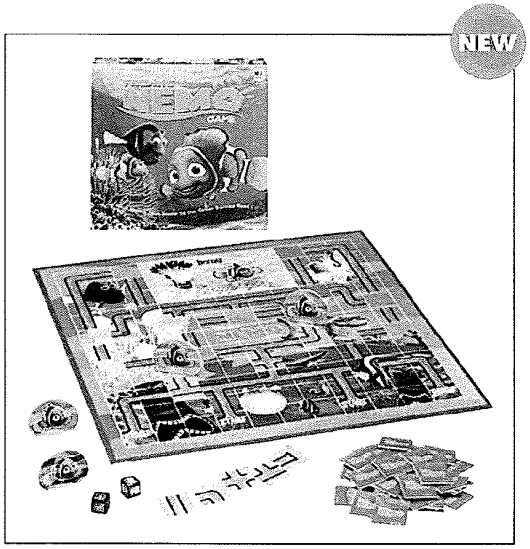
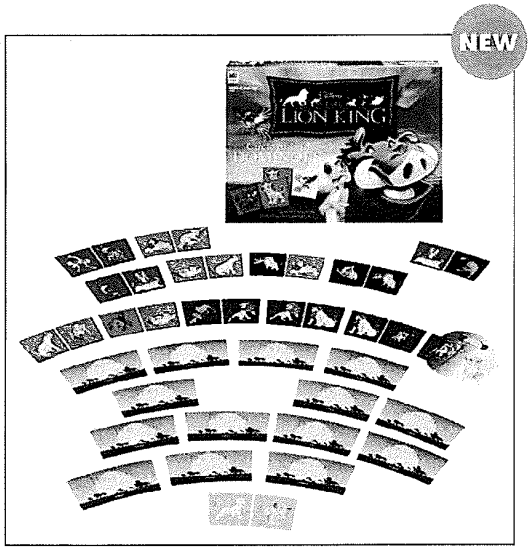


40112 MEMORY® GAME DISNEY/PIXAR FINDING NEMO EDITION



40939 DISNEY/PIXAR FINDING NEMO GAME



04411 DISNEY'S LION KING CIRCLE OF LIFE® DOMINOES

04409 DISNEY'S LION KING GAME

40112 Memory® Game Disney/Pixar Finding Nemo Edition

- Based on the exciting movie from Disney/Pixar.
- The classic recall game featuring all the fishy characters from Finding Nemo.
- Flip over any two cards and try to make a match. The player who finds the most matches wins! No reading required to play.

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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40939 Disney/Pixar Finding Nemo Game

- Based on the exciting Disney/Pixar movie.
- Help Nemo escape from the dentist's office aquarium.
- Swim your way through the Sydney sewer system maze.
- Get Nemo home to the Great Barrier Reef!

Ages: 5 and up **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 10½" x 1⅞"**

© Disney/Pixar.

04411 Disney's Lion King Circle of Life® Dominoes

- Meet all the wonderful characters from Disney's The Lion King!
- Built the circle of life in this fun-filled, domino matching game!
- Complete the 3-foot wide circle to win!

Ages: 4 and up **2-4 Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

© Disney.

04409 Disney's Lion King Game

- Help Simba meet the challenges of growing up!
- Travel across the exciting, life-like 3-D gameboard.
- Be first to defeat Scar, and make Simba the Lion King!

Ages: 5 and up **2-4 Players**
Ctn Qty: 4 **Box Size: 10½" x 15¾" x 2½"**

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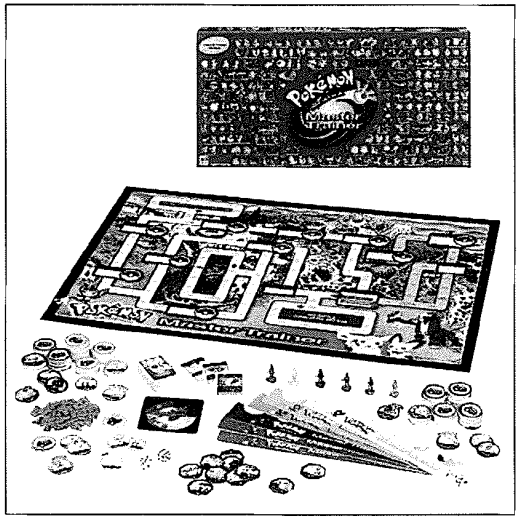
HM00099

41371 POKÉMON® MEMORY® GAME
GOLD & SILVER EDITION

41403 POKÉMON® YAHTZEE® JR. GAME

41464 POKÉMON® SORRY!® GAME
GOLD & SILVER EDITION



41215 POKÉMON® MASTER TRAINER™ GAME
GOLD & SILVER EDITION

41371 Pokémon® Memory® Game
Gold & Silver Edition

- The classic game of MEMORY – with all the fun of POKÉMON!
- Match your favorite characters from the Gold & Silver Series.

Ages: 3 and up **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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41403 Pokémon® Yahtzee® Jr. Game

- Roll and match your favorite POKÉMON characters!
- Enjoy the classic fun of the YAHTZEE game.

Ages: 4 and up **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 7⅞" x 2½"**

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41464 Pokémon® Sorry!® Game
Gold & Silver Edition

- The Game of Sweet Revenge® – POKÉMON style.
- Includes many of your favorite Gold & Silver Edition POKÉMON characters!

Ages: 6 and up **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 15¾" x 2"**

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41215 Pokémon® Master Trainer™ Game
Gold & Silver Edition

- Catch the most powerful POKÉMON to become the new Master Trainer!
- 250 different POKÉMON chips, including the new Gold & Silver POKÉMON series.

Ages: 7 and up **2-6 Players**
Ctn Qty: 6 **Box Size: 10½" x 21" x 2"**

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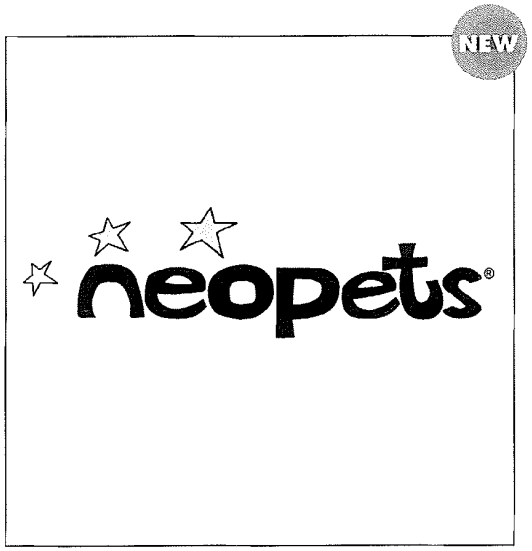
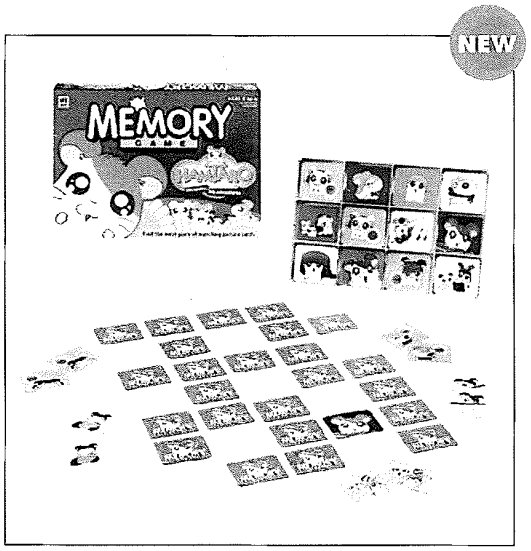
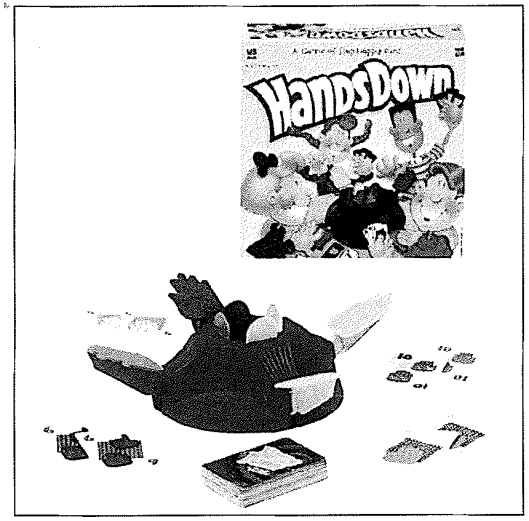


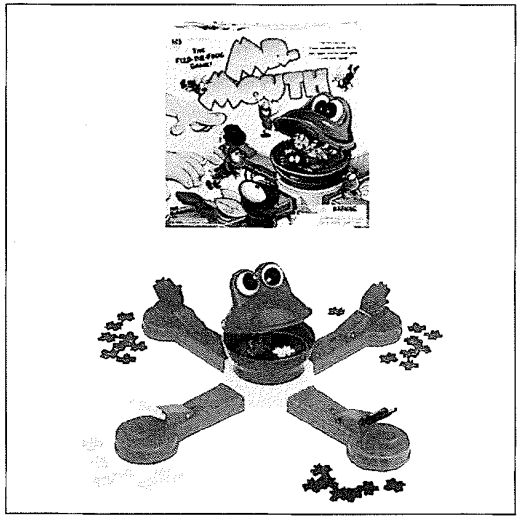
41617 NEOPETS® GAME



40986 HAMTARO™ MEMORY® GAME



04845 HANDS DOWN® GAME



04042S5 MR. MOUTH® GAME

41617 Neopets® Game
- The Neopet Internet phenomenon is now a board game!
- Enter the mythical land of Neopia, and choose your own Neopet.
- Collect NeoPoints to help your pet survive and thrive.
- Multiple mini games to play – with many different ways to win!

Ages: 7 and up **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 10½" x 1⅞"**

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40986 Hamtaro™ Memory® Game
- Can you remember which Ham-Ham is where?
- Find the most pairs of matching picture cards.
- No reading required to play.

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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04845 Hands Down® Game
- The fast game of slaphappy fun.
- Players try to slap the slam-o-matic® device in time to avoid losing a card.

Ages: 6 and up **3-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 10½" x 3⅜"**

04042S5 Mr. Mouth® Game
- The feed-the-frog game.
- Flip flies into the frog's snapping mouth as his head spins around!
- 1 "C" battery required, not included.

Ages: 5 and up **2-4 Players**
Ctn Qty: 3 **Box Size: 10½" x 10½" x 3⅜"**

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HM00101

Hasbro Games

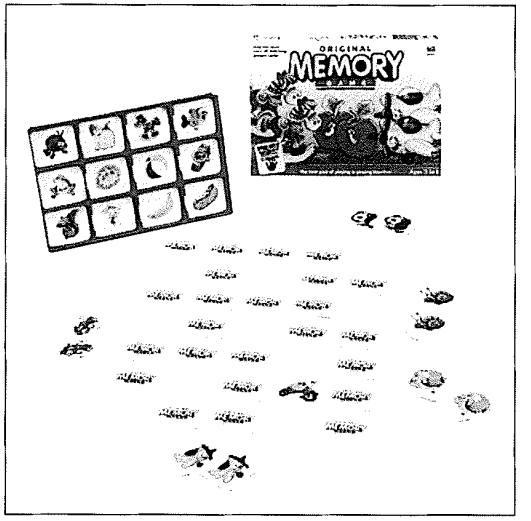
2004 Product Catalog

HM00102

04700S5 CANDY LAND® GAME

04555S5 CHUTES AND LADDERS® GAME

44703 HI HO! CHERRY-O® GAME



04664 THE ORIGINAL MEMORY® GAME

04700S5 Candy Land® Game
- Happy 55th Anniversary to the next great fairy tale!
- Every child's first game, with updated graphics.
- Move along the candy path and be first to reach the Candy Castle.
- Now includes sculpted, detailed pawns and a story for all the favorite characters!
- No reading required to play.

Ages: 3 to 6 **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 15¾" x 1½"**

04555S5 Chutes and Ladders® Game
- The Exciting Up and Down Game for Little People!
- Land on ladders, race ahead... don't chute back!
- No reading required.

Ages: 3 to 6 **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 15¾" x 1½"**

44703 Hi Ho! Cherry-O® Game
- The game that makes counting as easy as 1, 2, 3!
- Be the first to pick your cherry tree clean.
- No reading required.

Ages: 3 to 6 **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 10½" x 2"**

04664 The Original Memory® Game
- All-time favorite recall game.
- Find the most pairs of matching picture cards to win!

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 12 **Box Size: 7⅞" x 10½" x 1½"**

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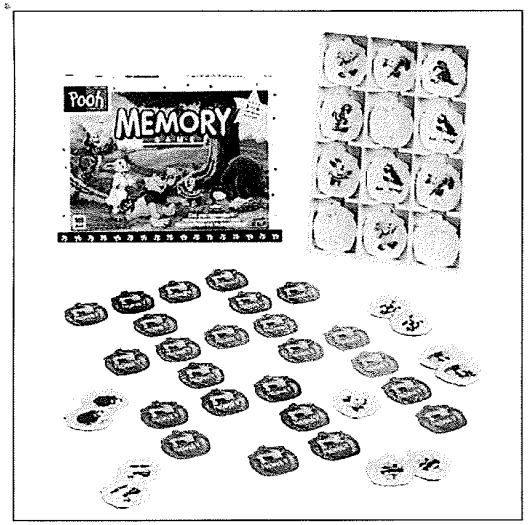
HM00103

42049 CHUTES AND LADDERS® SESAME STREET® EDITION

41051 CANDY LAND® POOH EDITION 100 ACRE WOOD PICNIC GAME



04716 POOH MEMORY® GAME

40732 POOH MUSICAL HIDE 'N' SEEK™ GAME

42049 Chutes and Ladders® Sesame Street® Edition

- Exciting up-and-down game for little folks – in a special Sesame Street-themed edition.
- Packaging and gameboard are filled with favorite Sesame Street characters.
- Land on ladders to race ahead...or on chutes to send you back!
- No reading required to play.

Ages: 3 to 6 **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 15¾" x 1½"**

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41051 Candy Land® Pooh Edition 100 Acre Wood Picnic Game

- Help Pooh and friends pick up treats for a 100 Acre Wood picnic.
- Includes 4 unique Pooh character pawns and 9 stand-up scenes.
- No reading required to play.

Ages: 3 to 6 **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 15¾" x 1½"**

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04716 Pooh Memory® Game

- Recall game featuring Pooh and his friends.
- Flip over two honey pot cards at a time to find the most matching pairs!

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 12 **Box Size: 7⅞" x 10½" x 1½"**

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40732 Pooh Musical Hide 'n' Seek™ Game

- The motorized Pop 'n' Peek matching game, with Pooh's theme music.
- Pooh's friends are hiding in the honey pots. Tap Pooh's head to start them popping up and down.
- Be first to remember who's where and find all of Pooh's friends to win.
- 3 "AA" batteries required, not included. No reading required.

Ages: 3 and up **2-4 Players**
Ctn Qty: 4 **Box Size: 10½" x 10½" x 4¼"**

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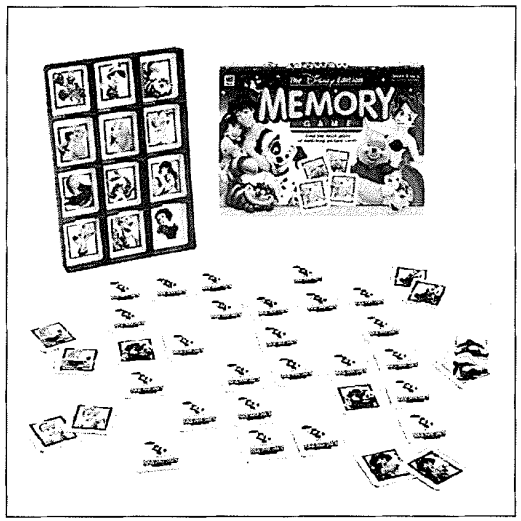
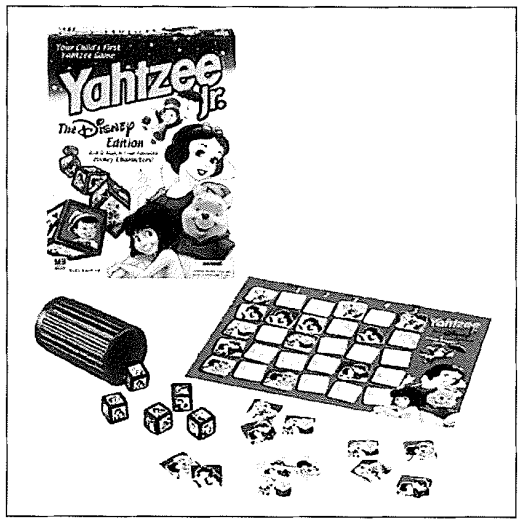
HM00104

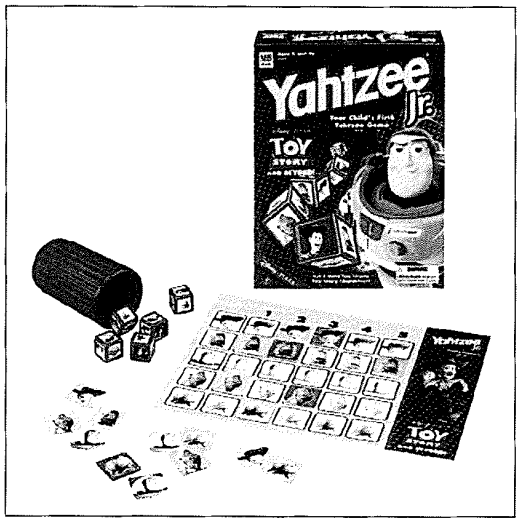


41020 THE DISNEY EDITION MEMORY® GAME



41049 YAHTZEE® JR. THE DISNEY EDITION

40386 DISNEY/PIXAR TOY STORY AND BEYOND MEMORY® GAME



40872 YAHTZEE® JR. DISNEY/PIXAR TOY STORY AND BEYOND

41020 The Disney Edition Memory® Game

- Flip the picture cards to find the most matching pairs.
- Classic Memory game – with Disney magic!
- No reading required to play.

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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41049 Yahtzee® Jr. The Disney Edition

- Roll and match your favorite Disney characters!
- All the fun of the classic YAHTZEE game!

Ages: 4 and up **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 7⅞" x 2½"**

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40386 Disney/Pixar Toy Story and Beyond Memory® Game

- Recall game featuring favorite Toy Story characters.
- Can you find the most matching picture pairs to win?
- No reading required.

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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40872 Yahtzee® Jr. Disney/Pixar Toy Story and Beyond

- Roll and match your favorite Toy Story characters!
- Enjoy the classic fun of the YAHTZEE game!

Ages: 4 and up **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 7⅞" x 2½"**

© Disney/Pixar.

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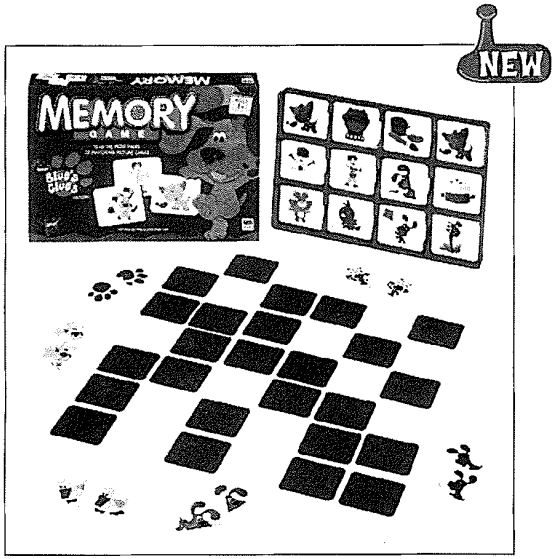
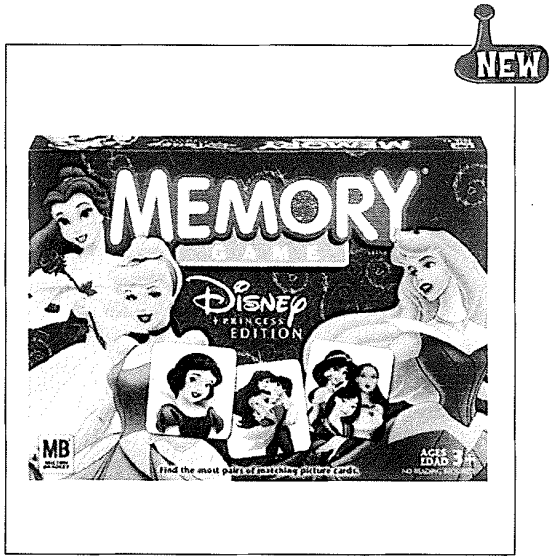
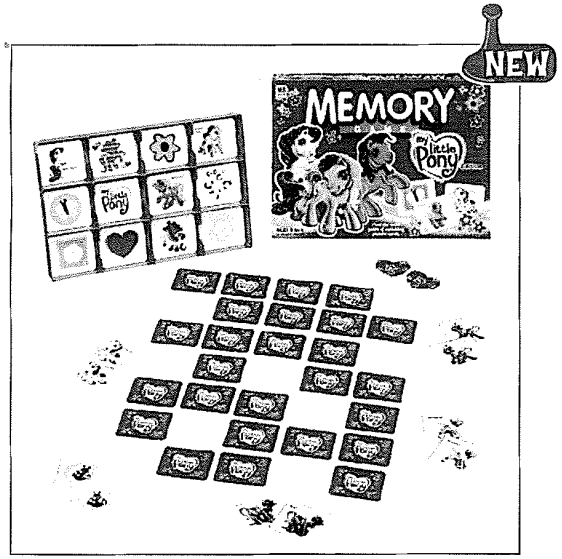


41579 BLUE'S CLUES™ MEMORY® GAME



44007 DISNEY PRINCESS MEMORY® GAME



41498 MY LITTLE PONY™ MEMORY® GAME

41519 MY LITTLE PONY™ GAME

41579 Blue's Clues™ Memory® Game

- Can you find all of Blue's Clues™ in this classic recall game?
- Find the most pairs of matching picture cards to win.
- No reading required to play.

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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44007 Disney Princess Memory® Game

- Flip the picture cards to find the most matching pairs.
- All the fun of the classic Memory game – with your favorite Disney Princess characters including Cinderella, Snow White, Sleeping Beauty, Belle, Jasmine, Ariel.
- No reading required to play!

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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41498 My Little Pony™ Memory® Game

- Can you find which pony is where?
- Flip the cards to make a pair!
- Match all of your favorite ponies!
- No reading required to play.

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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41519 My Little Pony™ Game

- On your mark! Get set! Go, ponies, go!
- Fly your pony's hot-air balloon through a rainbow-filled sky toward the finish line.
- Will your pony friend be first to reach Celebration Castle?
- No reading required to play.

Ages: 3 and up **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 10½" x 2"**

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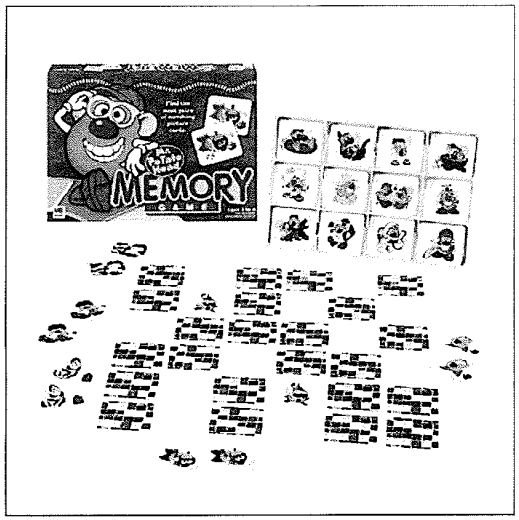
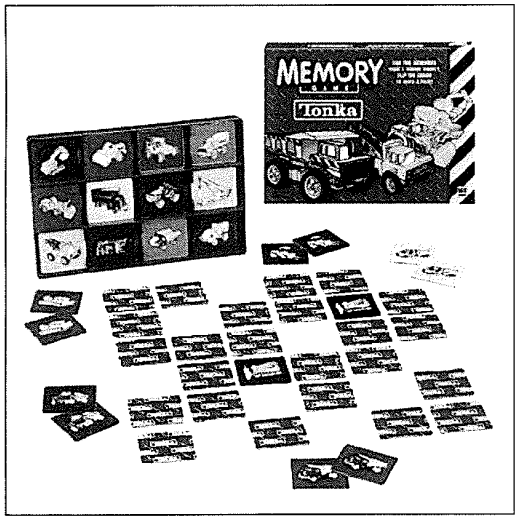


40842 MR. POTATO HEAD® MEMORY® GAME

00456S5 BOGGLE® JR. GAME



40841 TONKA® MEMORY® GAME

41649 POP-O-MATIC® TONKA® SEARCH AND RESCUE™ GAME

NEW

40842 Mr. Potato Head® Memory® Game

- Recall game featuring Mr. Potato Head & Mrs. Potato Head!
- Match the most spud pairs to win!
- No reading required to play.

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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00456S5 Boggle® Jr. Game

- Preschool "A...B...C" learning games grow with the child.
- Match letter cubes to picture/word cards in 2 multi-level games.
- Letter and word recognition, matching, spelling and memory.

Ages: 3 to 6 **1-2 Players**
Ctn Qty: 6 **Box Size: 10½" x 10½" x 2"**

40841 Tonka® Memory® Game

- Can you find what's buried where?
- Flip the cards to make a pair!
- Match all of your favorite Tonka trucks!

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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41649 Pop-O-Matic® Tonka® Search and Rescue™ Game

- There's an emergency in the neighborhood. Help is on the way!
- You're the hero, driving your vehicle to the emergency on the board.
- Make 4 rescues and collect 4 badges to win.
- Movement is by Pop-o-Matic® die on top of each vehicle.
- Window package reveals the sturdy Tonka® police car, fire truck, ambulance and forest ranger truck.
- No reading required to play.

Ages: 3 and up **2-4 Players**
Ctn Qty: 4 **Box Size: 10½" x 10½" x 2⅞"**

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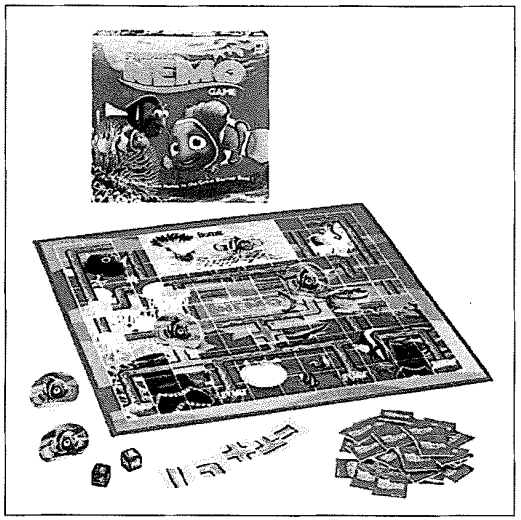
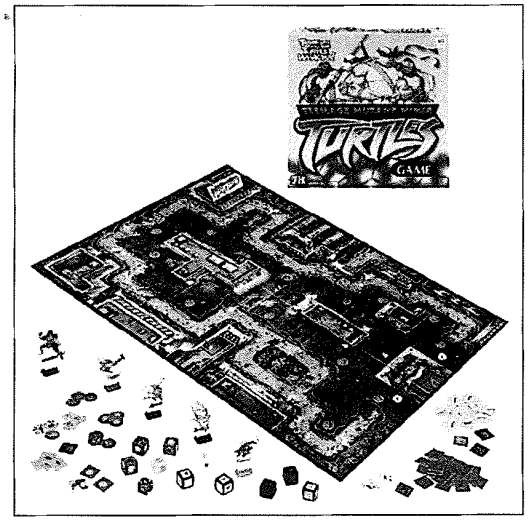
HM00107

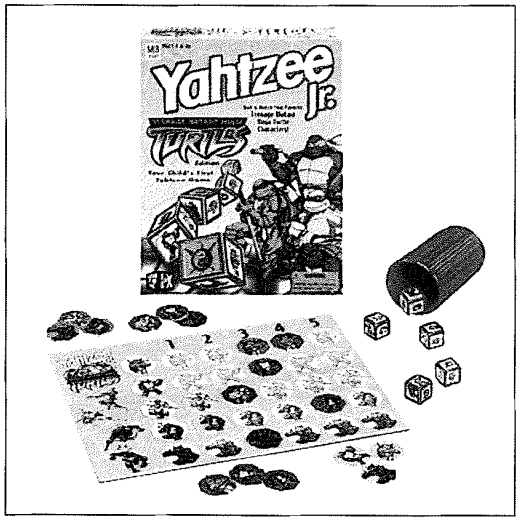
40112 MEMORY® GAME
DISNEY/PIXAR FINDING NEMO EDITION



40939 DISNEY/PIXAR FINDING NEMO GAME



40550 TEENAGE MUTANT NINJA TURTLES™
GAME



40551 YAHTZEE® JR. GAME
TEENAGE MUTANT NINJA TURTLES™
EDITION

40112 Memory® Game
Disney/Pixar Finding Nemo Edition

- Based on the exciting movie from Disney/Pixar.
- The classic recall game featuring all the fishy characters from Finding Nemo.
- Flip over any two cards and try to make a match. The player who finds the most matches wins! No reading required to play.

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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40939 Disney/Pixar Finding Nemo Game

- Based on the exciting Disney/Pixar movie.
- Help Nemo escape from the dentist's office aquarium.
- Swim your way through the Sydney sewer system maze.
- Get Nemo home to the Great Barrier Reef!

Ages: 5 and up **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 10½" x 2"**

© Disney/Pixar.

40550 Teenage Mutant Ninja Turtles™ Game

- Join Leonardo, Michelangelo, Donatello and Raphael as you make your way through the city streets and sewers in an exciting search for the evil Shredder!
- But beware! The entire city is swarming with Shredder's sneaky henchmen.
- Team up with Splinter, Casey Jones and April to collect a key or some dynamite and gain access to Shredder's hideout.
- Defeat Shredder in battle and you WIN!

Ages: 6 and up **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 10½" x 2"**

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40551 Yahtzee® Jr. Game
Teenage Mutant Ninja Turtles™ Edition

- Roll and match your favorite Teenage Mutant Ninja Turtles™ characters!
- All the fun of the classic YAHTZEE game!

Ages: 4 and up **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 7⅞" x 2½"**

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HM00108

Hasbro Games

2005 Product Catalog

HM00109

At Hasbro Games, we know that it isn't easy to find quality time to spend with your preschooler. That's why we bring you the **MY FIRST GAMES** line. All kinds of fun games you can start playing with your little one, as young as three.

You'll see the sparkle in their eyes when they sit down to play with you. Watch as they learn to match colors, take turns and count.

They take just minutes to play. And with every spin of the spinner, every roll of the dice, you'll share the most important thing of all, a part of yourself.

The best part of playing is playing together®.

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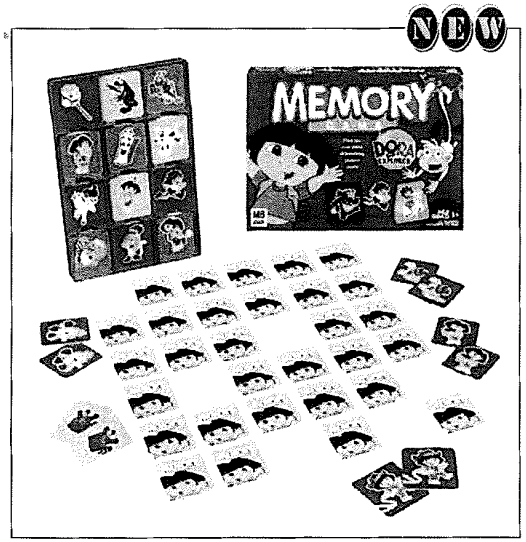
HM00110

04820 CANDY LAND®
ELECTRONIC HAND-HELD GAME

42588 CANDY LAND®
DORA THE EXPLORER™ EDITION



42591 MEMORY® GAME
DORA THE EXPLORER™ EDITION

41051 CANDY LAND® GAME
WINNIE THE POOH EDITION

04820 Candy Land® Electronic Hand-Held Game

- Seven popular CANDY LAND characters say nearly 200 words, plus sounds.
- 2 skill levels, 6 different games.
- "Try Me" package with 3 "AA" batteries included.

Ages: 3 and up **1 Player**
Ctn Qty: 4 **Pkg Size: 10½" x 7½" x 2"**

42588 Candy Land® Dora The Explorer™ Edition

- Move along the rainbow journey with Dora and her friends!
- Share peppermints with Benny and lollipops with Isa – but watch out – the pesky Swiper will try to slow you down!
- Be the first to reach the fiesta and win!
- No reading required to play.

Ages: 3 and up **2-4 Players**
Ctn Qty: 4 **Box Size: 10½" x 15¾" x 1½"**

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42591 Memory® Game Dora The Explorer™ Edition

- Hola! It's the classic memory game featuring Dora The Explorer and her friends.
- Flip cards over, two at a time, to make a match.
- Make the most matching pairs, and you win the game!
- No reading required to play.

Ages: 3 and up **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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41051 Candy Land® Game Winnie The Pooh Edition

- Help Pooh and friends pick up treats for a picnic.
- Includes 4 unique Pooh character pawns and 9 stand-up scenes.
- No reading required to play.

Ages: 3 and up **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 15¾" x 1½"**

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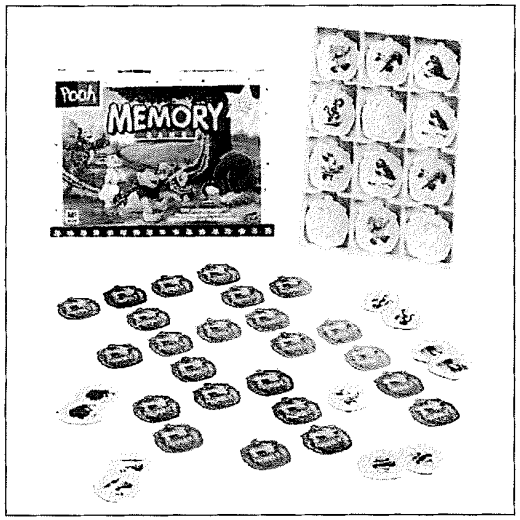
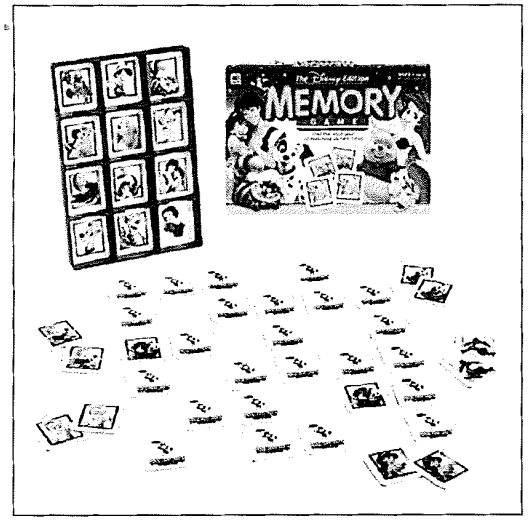


04716 POOH MEMORY® GAME

40732 POOH MUSICAL HIDE 'N' SEEK™ GAME



41020 MEMORY® GAME THE DISNEY EDITION

41049 YAHTZEE® JR. THE DISNEY EDITION

04716 Pooh Memory® Game

- Recall game featuring Pooh and his friends.
- Flip over two honey pot cards at a time to find the most matching pairs!

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 12 **Box Size: 7⅞" x 10½" x 1½"**

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40732 Pooh Musical Hide 'n' Seek™ Game

- Motorized Pop 'n' Peek matching game, with Pooh's theme music.
- Pooh's friends are hiding in the honey pots. Tap Pooh's head to start them popping up and down.
- Be first to remember who's where and find all of Pooh's friends to win.
- 3 "AA" batteries required, not included. No reading required.

Ages: 3 and up **2-4 Players**
Ctn Qty: 4 **Box Size: 10½" x 10½" x 4¼"**

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41020 Memory® Game The Disney Edition

- Flip the picture cards to find the most matching pairs.
- Classic Memory game – with Disney magic!
- No reading required to play.

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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41049 Yahtzee® Jr. The Disney Edition

- Roll and match your favorite Disney characters!
- All the fun of the classic YAHTZEE game!

Ages: 4 and up **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 7⅞" x 2½"**

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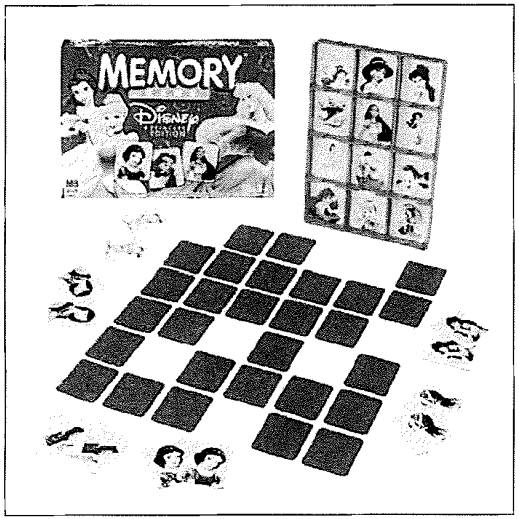
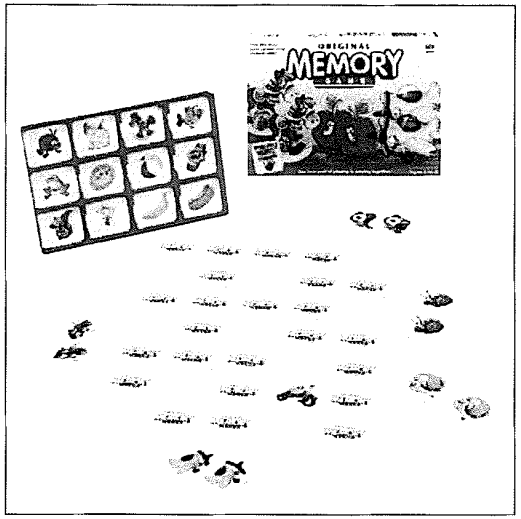
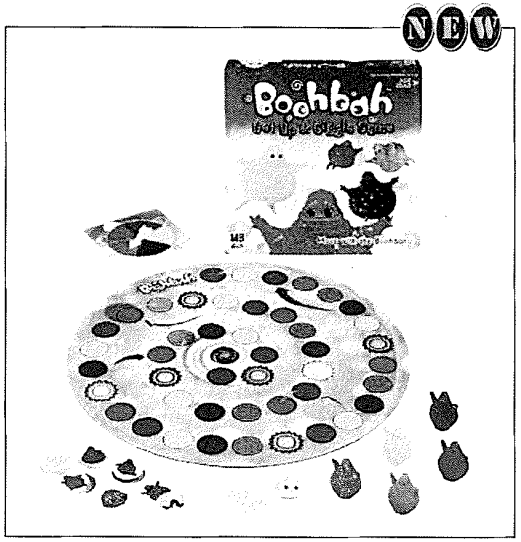


44007 MEMORY® GAME DISNEY PRINCESS EDITION



04664 THE ORIGINAL MEMORY® GAME

42398 MEMORY® GAME BOOHBAH™ EDITION



42399 BOOHBAH™ GET UP AND GIGGLE GAME

44007 Memory® Game Disney Princess Edition

- Flip the picture cards to find the most matching pairs.
- All the fun of the classic Memory game – with your favorite Disney Princess characters including Cinderella, Snow White, Sleeping Beauty, Belle, Jasmine, Ariel.
- No reading required to play!

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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04664 The Original Memory® Game

- All-time favorite recall game.
- Find the most pairs of matching picture cards to win!

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 12 **Box Size: 7⅞" x 10½" x 1½"**

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42398 Memory® Game Boohbah™ Edition

- Turn two cards over – can you find the matching Boohbahs?
- Find the most pairs of matching friends, like Jingbah, Zumbah, Humbah, Jumbah and Zing Zing Zingbah to win!
- No reading required to play.

Ages: 3 and up **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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42399 Boohbah™ Get up and Giggle Game

- Stretch and bend your way around the colorful trail in this get-up-and-move game!
- Perform silly actions to gather tokens along the way.
- Collect the most tokens and win!
- No reading required to play.

Ages: 3 and up **2-5 Players**
Ctn Qty: 4 **Box Size: 10½" x 10½" x 2"**

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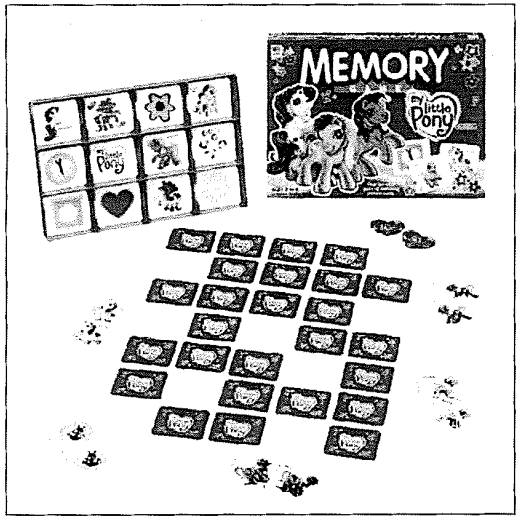
HM00113

40386 DISNEY/PIXAR TOY STORY AND BEYOND MEMORY® GAME

40872 YAHTZEE® JR. DISNEY/PIXAR TOY STORY AND BEYOND



41498 MEMORY® GAME MY LITTLE PONY™ EDITION

41519 MY LITTLE PONY™ GAME

40386 Disney/Pixar Toy Story and Beyond Memory® Game

- Recall game featuring favorite Toy Story characters.
- Can you find the most matching picture pairs to win?
- No reading required.

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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40872 Yahtzee® Jr. Disney/Pixar Toy Story and Beyond

- Roll and match your favorite Toy Story characters!
- Enjoy the classic fun of the YAHTZEE game!

Ages: 4 and up **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 7⅞" x 2½"**

© Disney/Pixar.

41498 Memory® Game My Little Pony™ Edition

- Can you find which pony is where?
- Flip the cards to make a pair!
- Match all of your favorite ponies!
- No reading required to play.

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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41519 My Little Pony™ Game

- On your mark! Get set! Go, ponies, go!
- Fly your pony's hot-air balloon through a rainbow-filled sky toward the finish line.
- Will your pony friend be first to reach Celebration Castle?
- No reading required to play.

Ages: 3 and up **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 10½" x 2"**

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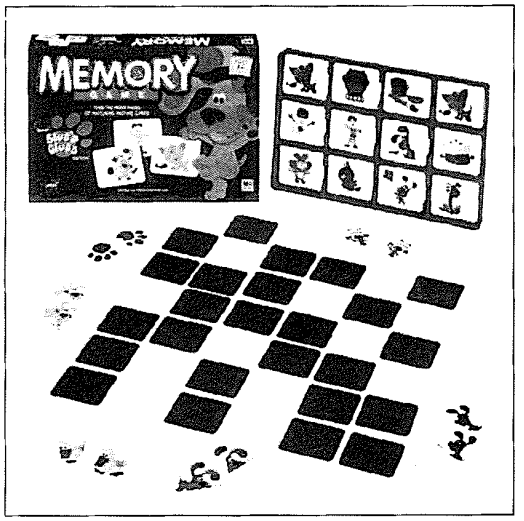
HM00114



41579 MEMORY® GAME
BLUE'S CLUES™ EDITION

41693 BLUE'S ROOM™ TALKING GAME

44703 HI HO! CHERRY-O® GAME

00456S5 BOGGLE® JR. GAME

41579 Memory® Game Blue's Clues™ Edition

- Can you find all of Blue's Clues™ in this classic recall game?
- Find the most pairs of matching picture cards to win.
- No reading required to play.

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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41693 Blue's Room™ Talking Game

- Listen to Blue talk as you search her room for tokens to match your cards.
- Be the first to make three matches and find the Key token.
- Press the Paw Print on Blue's pillow to hear her say, "You're the winner!"
- 3 "AA" batteries required, not included.

Ages: 3 and up **2-4 Players**
Ctn Qty: 3 **Box Size: 10½" x 10½" x 2"**

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44703 Hi Ho! Cherry-O® Game

- The game that makes counting as easy as 1, 2, 3!
- Be the first to pick your cherry tree clean.
- No reading required.

Ages: 3 to 6 **2-4 Players**
Ctn Qty: 6 **Box Size: 10½" x 10½" x 2"**

00456S5 Boggle® Jr. Game

- Preschool "A...B...C" learning games grow with the child.
- Match letter cubes to picture/word cards in 2 multi-level games.
- Letter and word recognition, matching, spelling and memory.

Ages: 3 to 6 **1-2 Players**
Ctn Qty: 6 **Box Size: 10½" x 10½" x 2"**

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HM00115

40112 MEMORY® GAME
DISNEY/PIXAR FINDING NEMO EDITION

40885 MR. POTATO HEAD®
ELECTRONIC HAND-HELD GAME

41676 WHEELS ON THE BUS™
ELECTRONIC HAND-HELD GAME

41675 OLD MACDONALD HAD A FARM™
ELECTRONIC HAND-HELD GAME

40112 Memory® Game
Disney/Pixar Finding Nemo Edition

- Based on the exciting movie from Disney/Pixar.
- The classic recall game featuring all the fishy characters from Finding Nemo.
- Flip over any two cards and try to make a match. The player who finds the most matches wins! No reading required to play.

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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40885 Mr. Potato Head® Electronic Hand-Held Game

- Enhanced speech technology: He teaches and leads 4 different games and says over 200 words!
- "Try Me" package with 3 "AA" batteries included.

Ages: 3 and up **1 Player**
Ctn Qty: 4 **Pkg Size: 10½" x 7½" x 2"**

41676 Wheels on the Bus™
Electronic Hand-Held Game

- Interactive and engaging game: Match the bus part sound that's announced with the appropriate button on the game.
- 3 skill levels, including Free Play mode. No reading required to play.
- Famous "Wheels on the Bus" song, speech, lights.
- "Try Me" package with 3 "AAA" batteries included.

Ages: 3 to 5 **1 Player**
Ctn Qty: 4 **Pkg Size: 10½" x 7½" x 2"**

41675 Old MacDonald Had a Farm™
Electronic Hand-Held Game

- Interactive and engaging musical sound-matching game: Help the Mommy animal find her baby.
- 3 skill levels, including Free Play mode. No reading required to play.
- Famous "Old MacDonald Had A Farm" song, speech, LCD screen.
- "Try Me" package with 3 "AAA" batteries included.

Ages: 3 to 5 **1 Player**
Ctn Qty: 4 **Pkg Size: 10½" x 7½" x 2"**

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HM00116

40112 MEMORY® GAME
DISNEY/PIXAR FINDING NEMO EDITION

40885 MR. POTATO HEAD®
ELECTRONIC HAND-HELD GAME

41676 WHEELS ON THE BUS™
ELECTRONIC HAND-HELD GAME

41675 OLD MACDONALD HAD A FARM™
ELECTRONIC HAND-HELD GAME

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- Based on the exciting movie from Disney/Pixar.
- The classic recall game featuring all the fishy characters from Finding Nemo.
- Flip over any two cards and try to make a match. The player who finds the most matches wins! No reading required to play.

Ages: 3 to 6 **1 or More Players**
Ctn Qty: 6 **Box Size: 7⅞" x 10½" x 1½"**

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- "Try Me" package with 3 "AAA" batteries included.

Ages: 3 to 5 **1 Player**
Ctn Qty: 4 **Pkg Size: 10½" x 7½" x 2"**

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- "Try Me" package with 3 "AAA" batteries included.

Ages: 3 to 5 **1 Player**
Ctn Qty: 4 **Pkg Size: 10½" x 7½" x 2"**

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HM00117

MEMORY Disney Edition Game
Approx. Retail: $6.99

Item #: 41020
Ages: 3 to 6

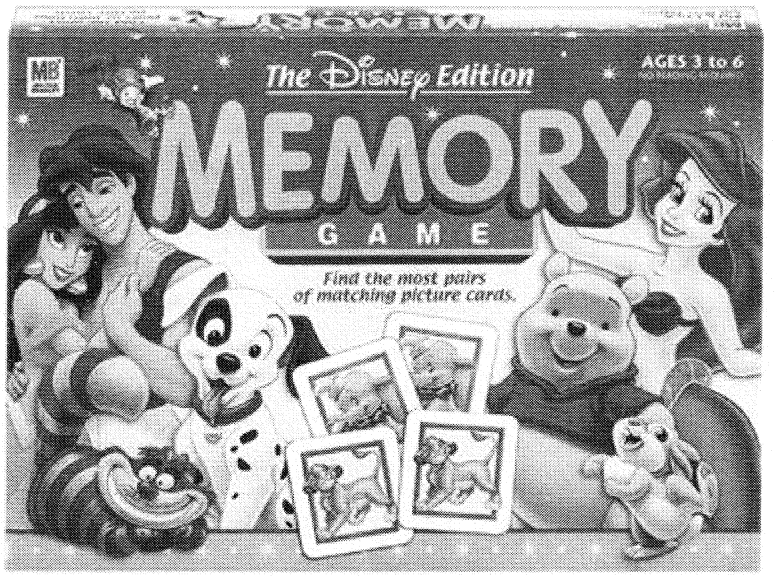
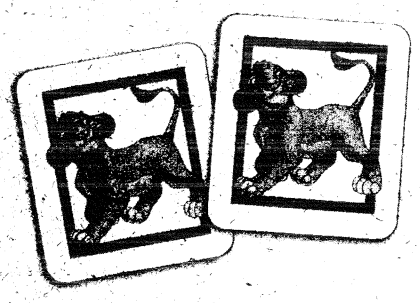


Exhibit 6

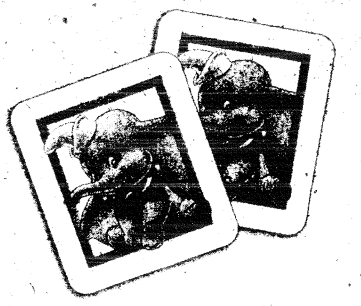
Product Description:

Recall game featuring Mickey's hometown parade. Match the most card pairs to win! Find out more about this and other exciting Preschool games. Click here now!

www.hasbro.com



The Disney Edition MEMORY GAME BRAND



For 1 or more players • AGES 3 to 6

CONTENTS
72 Disney Character Cards, 1 Plastic Storage Tray

OBJECT
To find the most pairs of matching Disney character cards.

ASSEMBLY
Carefully punch out all of the die-cut cards from the cardboard sheets.

SETUP
1. Mix the cards up and spread them facedown on a flat surface. NOTE: Keep the plastic tray for storing the cards. This will prevent them from becoming nicked or marked.
2. Form 9 rows of cards across and 8 rows down, using all 72 cards. Then without looking, remove one card and set it aside facedown out of play. (This will create an odd number of matching pairs and reduce the possibility of a tie.)
3. FOR BEGINNERS: Use only 36 cards (18 matching pairs) and form 6 rows across, 6 rows down.

HERE'S HOW TO PLAY!
The youngest player goes first. Players then take turns, to the left, turning any two cards picture-side-up. The cards must be turned over completely, so all players can see them.

A MATCH
A player makes a match if the two cards turned picture-side-up are identical. When a match is made, the player takes both cards and places them in front of him/her. That player takes another turn, and continues taking turns until he/she misses.

A MISS
A player misses if the two cards turned picture-side-up are not identical. When a player misses, he/she turns the two cards picture-side-down again, in the same place. That player's turn ends. All players should try to remember which cards were turned over for future matches!

The game continues until all possible matches have been made and those cards have been removed from the playing area. All players then count up their matching pairs.

WINNING
If you have the most pairs of matching cards, you win!

SOLO PLAY
This is excellent practice for developing concentration and memory skills. Just set up the game as described above, using any number of pairs, and count the number of turns it takes you to match them all. Try to improve with each game you play. NOTE: You do not have to remove a card during the game Setup for Solo Play.

We will be happy to hear your comments or questions about this game. Write to Hasbro Games, Consumer Affairs Department, P.O. Box 200, Pawtucket, RI 02862. Tel: 888-836-7025 (toll-free). Canadian consumers please write to: Hasbro Canada, P.O. Box 267, Station A, Longueuil, Quebec J4H 3X6.

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CLOSED

U.S. District Court
District of Rhode Island (Providence)
CIVIL DOCKET FOR CASE #: 1:06-cv-00262-S-DLM

Hasbro, Inc. v. MGA Entertainment, Inc
Assigned to: Judge William E Smith
Referred to: Magistrate Judge David L. Martin
Cause: 15:1051 Trademark Infringement

Date Filed: 05/26/2006
Date Terminated: 10/03/2008
Jury Demand: Plaintiff
Nature of Suit: 840 Trademark
Jurisdiction: Federal Question

Plaintiff

Hasbro, Inc

represented by **Elizabeth Shofner**
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Exhibit 7

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V.

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LEAD ATTORNEY
ATTORNEY TO BE NOTICED

Elizabeth Shofner
(See above for address)
ATTORNEY TO BE NOTICED

Date Filed	#	Docket Text
05/26/2006	1	COMPLAINT against MGA Entertainment, Inc (Filing fee $ 350 receipt number 63373.), filed by Hasbro, Inc.. (Attachments: # 1 Civil Cover Sheet # 2 Exhibit 1 - Principal Registry# 3 Exhibit 2 - Trademark# 4 Exhibit 3 - Memory# 5 Exhibit 4 - Marvel)(Baldinelli, Doreen) (Entered: 05/26/2006)
05/31/2006	2	MOTION for Kim J. Landsman, Esquire to Appear Pro Hac Vice by Hasbro, Inc..

		(Baldinelli, Doreen) (Entered: 05/31/2006)
05/31/2006	3	MOTION for Michael D. Sant'Ambrogio, Esquire to Appear Pro Hac Vice by Hasbro, Inc.. (Baldinelli, Doreen) (Entered: 05/31/2006)
06/08/2006		2 MOTION for Kim J. Landsman, Esquire to Appear Pro Hac Vice, 3 MOTION for Michael D. Sant'Ambrogio, Esquire to Appear Pro Hac Vice REFERRED to MJ Martin. (Mercurio, Alba-Sue) (Entered: 06/08/2006)
06/12/2006	4	ORDER granting 3 Motion to Appear Pro Hac Vice of Michael D. Sant'Ambrogio . Signed by Magistrate Judge David L. Martin on 6/12/06. Sent to counsel. (Theall, Jeannine) (Entered: 06/12/2006)
06/12/2006	5	ORDER granting 2 Motion to Appear Pro Hac Vice of Kim J. Landsman . Signed by Magistrate Judge David L. Martin on 6/12/06. Sent to counsel. (Theall, Jeannine) (Entered: 06/12/2006)
06/20/2006	6	ANSWER to Complaint, COUNTERCLAIM against Hasbro, Inc. by MGA Entertainment, Inc.(Baldinelli, Doreen) (Entered: 06/21/2006)
06/20/2006	7	NOTICE of Appearance by George E. Lieberman on behalf of MGA Entertainment, Inc (Baldinelli, Doreen) (Entered: 06/21/2006)
06/20/2006	8	NOTICE of Appearance by Brooks R. Magratten on behalf of MGA Entertainment, Inc (Baldinelli, Doreen) (Entered: 06/21/2006)
06/20/2006	9	Designation of Lead Counsel and counsel to Receive Notices (Baldinelli, Doreen) (Entered: 06/21/2006)
06/22/2006	10	MOTION for Kent R. Raygor, Esquire to Appear Pro Hac Vice by MGA Entertainment, Inc. (Baldinelli, Doreen) (Entered: 06/22/2006)
06/22/2006	11	MOTION for Janene P. Bassett to Appear Pro Hac Vice by MGA Entertainment, Inc. (Baldinelli, Doreen) (Entered: 06/22/2006)
06/28/2006	12	AFFIDAVIT of Service, filed by Hasbro, Inc. for Summons & Complaint MGA Entertainment, Inc served on 6/12/2006. (Baldinelli, Doreen) (Entered: 06/28/2006)
06/29/2006	13	MOTION for a Preliminary Injunction, Recall, and MOTION for Expedited Discovery WITH SUPPORTING MEMO by Hasbro, Inc.. Responses due by 7/17/2006 Responses due by 7/17/2006 Responses due by 7/17/2006 (Baldinelli, Doreen) Additional attachment(s) added on 6/30/2006 (Baldinelli, Doreen). Summary Text Modified on 10/19/2006 (Farrell Pletcher, Paula). (Entered: 06/30/2006)
06/29/2006	14	DECLARATION of Sean Wiggins re 13 MOTION for a Preliminary Injunction, Recall, and Expedited Discovery. (Exhibit 1 photograph - could not be scanned. (Baldinelli, Doreen) Modified on 6/30/2006 (Baldinelli, Doreen). (Entered: 06/30/2006)
06/29/2006	15	DECLARATION of Paul N. Vanasse re 13 MOTION for a Preliminary Injunction, Recall and MOTION for Expedited Discovery. (Baldinelli, Doreen) (Entered: 06/30/2006)
06/29/2006	16	DECLARATION of Mark Stark re 13 MOTION for a Preliminary Injunction, Recall, and Motion for Expedited Discovery. (Baldinelli, Doreen) Additional attachment(s) added on 6/30/2006 (Baldinelli, Doreen). (Entered: 06/30/2006)
06/30/2006		Set Deadlines/Hearings: Rule 16 Conference set for 7/13/2006 02:00 PM before Judge William E Smith. (Mercurio, Alba-Sue) (Entered: 06/30/2006)

07/10/2006	17	MOTION for Irene Choi, Esquire to Appear Pro Hac Vice by Hasbro, Inc.. (Baldinelli, Doreen) (Entered: 07/10/2006)
07/10/2006	18	CERTIFICATE OF SERVICE (Attachments: # 1 Exhibit A - Report)(Baldinelli, Doreen) (Entered: 07/10/2006)
07/13/2006		Motion Forwarded to Chambers 10 MOTION for Kent R. Raygor, Esquire to Appear Pro Hac Vice, 11 MOTION for Janene P. Bassett to Appear Pro Hac Vice FORWARDED to Chambers of Judge Smith. (Mercurio, Alba-Sue) (Entered: 07/13/2006)
07/13/2006		Minute Entry for proceedings held before Judge William E Smith : Rule 16 Conference held on 7/13/2006. All counsel present. (Mercurio, Alba-Sue) (Entered: 07/13/2006)
07/13/2006	19	Reply to Counterclaim by Hasbro, Inc.. (Baldinelli, Doreen) (Entered: 07/14/2006)
07/13/2006		Set/Reset Deadlines as to 13 MOTION for Preliminary Injunction, Recall, and Expedited Discovery. Responses due by 7/17/2006 (Mercurio, Alba-Sue) (Entered: 07/14/2006)
07/14/2006	20	STIPULATION extending time for defendant to respond to Plaintiff's for a Preliminary Injunction, Recall, and Expedited Discovery to 7/17/06. Signed by Judge William E Smith on 7/13/06. (faxed to counsel of record)(Mercurio, Alba-Sue) (Entered: 07/14/2006)
07/14/2006	21	ORDER granting 11 Motion to Appear Pro Hac Vice of Janene P. Bassett . Signed by Judge William E Smith on 7/13/06. (faxed to counsel of record) (Mercurio, Alba-Sue) (Entered: 07/14/2006)
07/14/2006	22	ORDER granting 10 Motion to Appear Pro Hac Vice of Kent R. Raygor . Signed by Judge William E Smith on 7/13/06. (faxed to counsel of record) (Mercurio, Alba-Sue) Additional attachment(s) added on 7/31/2006 (Mercurio, Alba-Sue). (Entered: 07/14/2006)
07/14/2006	23	PRETRIAL ORDER:Fact Discovery due by 11/13/2006. Dispositive Motions due by 2/13/2007. Pretrial Memorandum due by 2/13/2007. Signed by Judge William E Smith on 7/14/06. (faxed to counsel of record)(Mercurio, Alba-Sue) (Entered: 07/14/2006)
07/31/2006	30	STIPULATION re: motion for preliminary injunction. Signed by Judge William E Smith on 7/31/06. (faxed to counsel of record)(Mercurio, Alba-Sue) (Entered: 07/31/2006)
07/31/2006	31	STIPULATION AND PROTECTIVE ORDER. Signed by Judge William E Smith on 7/31/06. (faxed to counsel of record)(Mercurio, Alba-Sue) (Entered: 07/31/2006)
07/31/2006		Motion Forwarded to Chambers 17 MOTION for Irene Choi to Appear Pro Hac Vice FORWARDED to Chambers of Judge Smith. (Mercurio, Alba-Sue) (Entered: 07/31/2006)
08/02/2006		Set/Reset Deadlines as to 25 MOTION to Strike, 13 MOTION for Preliminary Injunction. Motion Hearing set for 9/11/2006 09:00 AM before Judge William E Smith. (Mercurio, Alba-Sue) (Entered: 08/02/2006)
08/02/2006	32	ORDER granting 17 Motion to Appear Pro Hac Vice of Irene Choi . Signed by Judge William E Smith on 8/1/06. (Mercurio, Alba-Sue) (Entered: 08/02/2006)
08/03/2006		CORRECTIVE DOCKET ENTRY re: 33 Reply to Response to Motion; Error: Document incorrectly linked; Correction: Linked to correct motion. (Baldinelli, Doreen) (Entered: 08/03/2006)
08/09/2006		Set Deadlines/Hearings: Telephone Conference set for 8/11/2006 02:30 PM before Judge William E Smith. (Mercurio, Alba-Sue) (Entered: 08/09/2006)
08/09/2006	35	NOTICE of Appearance by Jeffrey K. Techentin on behalf of Hasbro, Inc., Hasbro, Inc.

		(Techentin, Jeffrey) (Entered: 08/09/2006)
08/11/2006	36	NOTICE to Take Deposition of Plaintiff Hasbro, Inc.'s Witnesses (Lieberman, George) Additional attachment(s) added on 8/11/2006 (Mercurio, Alba-Sue). (Entered: 08/11/2006)
08/11/2006		CORRECTIVE DOCKET ENTRY re: 36 Notice to Take Deposition, no filer selected, added filer MGA Entertainment. Document replaced, document did not contain e-signature on certification. (Mercurio, Alba-Sue) (Entered: 08/11/2006)
08/11/2006		CORRECTIVE DOCKET ENTRY re: 37 Redaction Index. Replaced document, original document did not contain e-signature on certification. (Mercurio, Alba-Sue) (Entered: 08/11/2006)
08/11/2006		Minute Entry for proceedings held before Judge William E Smith : Telephone Conference held on 8/11/2006. All counsel present. (Mercurio, Alba-Sue) (Entered: 08/11/2006)
08/17/2006		38 MOTION to Compel Appropriate Responses to Interrogatories, Document Requests and Requests for Admissions and Produce Persons for Their Depositions REFERRED to MJ Martin. (Mercurio, Alba-Sue) (Entered: 08/17/2006)
08/17/2006		Motion Forwarded to Chambers 39 MOTION to Continue *or Denial of Preliminary Injunction/Recall Motion of Plaintiff/Counterclaim-Defendant Hasbro, Inc.* FORWARDED to Chambers of Judge Smith. (Mercurio, Alba-Sue) (Entered: 08/17/2006)
08/22/2006		Minute Entry for proceedings held before Magistrate Judge David L. Martin : Telephone Conference held on 8/22/2006. (Saucier, Martha) (Entered: 08/23/2006)
08/22/2006	42	MOTION to Seal by MGA Entertainment, Inc. (Baldinelli, Doreen) (Entered: 08/23/2006)
08/23/2006	41	NOTICE by MGA Entertainment, Inc, MGA Entertainment, Inc re 28 Declaration *Withdrawal of Khare Declaration* (Lieberman, George) (Entered: 08/23/2006)
08/23/2006	43	MOTION to Seal by MGA Entertainment, Inc. (Baldinelli, Doreen) (Entered: 08/23/2006)
08/24/2006		ORDER granting 42 Motion to Seal Documents. Signed by Magistrate Judge David L. Martin on 8/24/06. (Saucier, Martha) (Entered: 08/24/2006)
08/24/2006		ORDER granting 43 Motion to Seal Transcript . Signed by Magistrate Judge David L. Martin on 8/24/06. (Saucier, Martha) (Entered: 08/24/2006)
08/24/2006	44	SEALED MOTION With Supporting Memo by MGA Entertainment, Inc, Responses due by 9/11/2006 Placed in Judge Smith's Vault(Saucier, Martha) (Entered: 08/24/2006)
08/24/2006	45	SEALED MOTION With Supporting Memos by MGA Entertainment, Inc, MGA Entertainment, Inc. Responses due by 9/11/2006 (Saucier, Martha) (Entered: 08/24/2006)
08/24/2006		44 SEALED MOTION, 45 SEALED MOTION REFERRED to Magistrate Judge Martin. (Saucier, Martha) (Entered: 08/24/2006)
08/24/2006		Motions No Longer Referred: 44 SEALED MOTION (Saucier, Martha) (Entered: 08/24/2006)
08/24/2006	46	Sealed Document. (Saucier, Martha) (Entered: 08/24/2006)
08/24/2006	47	SEALED MOTION by MGA Entertainment, Inc. Responses due by 9/11/2006 (Baldinelli, Doreen) (Entered: 08/24/2006)
08/24/2006	49	MOTION to Seal WITH SUPPORTING MEMO by Hasbro, Inc. (Mercurio, Alba-Sue) (Entered: 08/24/2006)

08/24/2006		49 MOTION to Seal REFERRED to MJ Martin. (Mercurio, Alba-Sue) (Entered: 08/24/2006)
08/25/2006	51	ORDER granting 49 Motion to Seal . Signed by Magistrate Judge David L. Martin on 8/25/06. (Saucier, Martha) (Entered: 08/25/2006)
08/25/2006	52	Sealed Document. (Saucier, Martha) (Entered: 08/25/2006)
08/25/2006		53 MOTION to Seal REFERRED for determination to MJ Martin. (Mercurio, Alba-Sue) (Entered: 08/25/2006)
08/25/2006	54	Cross MOTION for Protective Order *Relative to Rule 30(b)(6) Deposition Notice* by Hasbro, Inc.. Responses due by 9/11/2006 (Techentin, Jeffrey) (Entered: 08/25/2006)
08/25/2006	56	RESPONSE in Opposition re 54 Cross MOTION for Protective Order *Relative to Rule 30(b)(6) Deposition Notice* filed by Hasbro, Inc.. (Baldinelli, Doreen) (Entered: 08/28/2006)
08/28/2006		54 Cross MOTION for Protective Order *Relative to Rule 30(b)(6) Deposition Notice* REFERRED for determination to MJ Martin. (Mercurio, Alba-Sue) (Entered: 08/28/2006)
08/28/2006	57	REPLY to Response to Motion re 55 Response in Opposition to Motion, filed by MGA Entertainment, Inc, MGA Entertainment, Inc. (Attachments: # 1 Exhibit A# 2 Exhibit B# 3 Exhibit C)(Lieberman, George) (Entered: 08/28/2006)
08/28/2006	58	ORDER granting 53 Motion to Seal . Signed by Magistrate Judge David L. Martin on 8/28/06. (Saucier, Martha) (Entered: 08/28/2006)
08/28/2006	59	Sealed Document. (Saucier, Martha) (Entered: 08/28/2006)
08/28/2006	60	MOTION to Seal WITH SUPPORTING MEMO by MGA Entertainment, Inc. (Mercurio, Alba-Sue) (Entered: 08/28/2006)
08/28/2006		60 MOTION to Seal REFERRED for determination to MJ Martin. (Mercurio, Alba-Sue) (Entered: 08/28/2006)
08/28/2006	61	ORDER granting 60 Motion to Seal . Signed by Magistrate Judge David L. Martin on 8/28/06. (Saucier, Martha) (Entered: 08/28/2006)
08/28/2006	62	Sealed Document. (Saucier, Martha) (Entered: 08/28/2006)
08/29/2006	67	TRANSCRIPT REQUEST by MGA Entertainment, Inc, MGA Entertainment, Inc for proceedings held on 8/29/2006 before Judge Martin.. (Lieberman, George) (Entered: 08/29/2006)
08/29/2006		Minute Entry for proceedings held before Magistrate Judge David L. Martin : Motion Hearing held on 8/29/2006 re 54 Cross MOTION for Protective Order *Relative to Rule 30(b)(6) Deposition Notice* filed by Hasbro, Inc.,, 38 MOTION to Compel Appropriate Responses to Interrogatories, Document Requests and Requests for Admissions and Produce Persons for Their Depositions filed by MGA Entertainment, Inc,, 45 SEALED MOTION filed by MGA Entertainment, Inc,. (Techentin, Landsman, Lieberman) Attys argue; Motion #38 Granted in Part, Denied in Part; Order to follow by Court; Motions #45 & #54 under advisement by the Court. (Theall, Jeannine) (Entered: 08/29/2006)
08/29/2006	68	Exhibit List re: motion hearing held on 8/29/06 before MJ Martin(Theall, Jeannine) (Entered: 08/29/2006)
08/30/2006		Remark: Transcript Request forwarded to Joseph Fontes along with original (2) tapes, request and copy of docket (Saucier, Martha) (Entered: 08/30/2006)
08/30/2006	74	SECOND MOTION to File a Reply Under Seal WITH SUPPORTING MEMO by MGA

		Entertainment, Inc. (Mercurio, Alba-Sue) (Entered: 08/30/2006)
08/30/2006		74 MOTION to Seal REFERRED for determination to MJ Martin. (Mercurio, Alba-Sue) (Entered: 08/30/2006)
08/31/2006	76	ORDER granting 74 Second Motion to Seal . Signed by Magistrate Judge David L. Martin on 8/31/06. (Theall, Jeannine) (Entered: 08/31/2006)
09/01/2006	77	Sealed Document. (Saucier, Martha) (Entered: 09/01/2006)
09/01/2006	78	RESPONSE in Opposition re 54 Cross MOTION for Protective Order *Relative to Rule 30(b)(6) Deposition Notice*WITH SUPPORTING MEMO filed by MGA Entertainment, Inc, MGA Entertainment, Inc. (Lieberman, George) (Entered: 09/01/2006)
09/01/2006	79	ORDER granting 38 Motion to Compel, denying 45 Sealed Motion, denying 54 Motion for Protective Order . Signed by Magistrate Judge David L. Martin on 9/1/06. (Saucier, Martha) (Entered: 09/01/2006)
09/12/2006	80	AMENDED NOTICE to Take Deposition by MGA Entertainment, Inc of 30(b)(6) witnesses, Hambley, Nagler (Magratten, Brooks) Modified on 9/13/2006 - added text Amended (Baldinelli, Doreen). (Entered: 09/12/2006)
09/25/2006	81	MOTION to Compel 30(b)(6) Deposition of MGA with supporting memo by Hasbro, Inc., Hasbro, Inc.. Responses due by 10/12/2006 (Attachments: # 1 Exhibit 1 (Notice of 30(b)(6) Deposition of MGA))(Techentin, Jeffrey) (Entered: 09/25/2006)
09/25/2006	82	DECLARATION re 81 MOTION to Compel 30(b)(6) Deposition of MGA *of Kim J. Landsman* by Hasbro, Inc., Hasbro, Inc.. (Techentin, Jeffrey) Modified on 9/25/2006 - added text - Exhibits attached (Baldinelli, Doreen). (Entered: 09/25/2006)
09/26/2006	83	Emergency MOTION to Expedite *Consideration of Motion to Compel 30(b)(6) Deposition of MGA* with supporting memo by Hasbro, Inc., Hasbro, Inc.. Responses due by 10/13/2006 (Techentin, Jeffrey) (Entered: 09/26/2006)
09/26/2006		81 MOTION to Compel 30(b)(6) Deposition of MGA, 83 Emergency MOTION to Expedite *Consideration of Motion to Compel 30(b)(6) Deposition of MGA* REFERRED for determination to MJ Martin. (Mercurio, Alba-Sue) (Entered: 09/26/2006)
09/28/2006	84	ORDER finding as moot 83 Motion to Expedite . So Ordered by Magistrate Judge David L. Martin on 9/28/06. (Saucier, Martha) (Entered: 09/28/2006)
09/28/2006	85	ORDER finding as moot 81 Motion to Compel . So Ordered by Magistrate Judge David L. Martin on 9/28/06. (Saucier, Martha) (Entered: 09/28/2006)
09/28/2006		DECLARATION of Janene P. Bassett re: Authentication re 24 Response in Opposition to Motion for Preliminary Injunction and Recall by MGA Entertainment, Inc. Exhibits in support could not be scanned - exceeds system page capacity. (Baldinelli, Doreen) (Entered: 09/28/2006)
10/04/2006		Set Hearing: In Chambers Conference set for 10/16/2006 at 2:00 PM in Judge Smith Chambers - Room 412 before Judge William E Smith. (Baldinelli, Doreen) (Entered: 10/04/2006)
10/04/2006		Reset Hearings: In Chambers Conference reset for 10/10/2006 at 2:30 PM in Judge Smith Chambers - Room 412 before Judge William E Smith. (Baldinelli, Doreen) (Entered: 10/04/2006)
10/10/2006		Minute Entry for proceedings held before Judge William E Smith : In Chambers Conference

		held on 10/10/2006. All counsel of record present. (Baldinelli, Doreen) (Entered: 10/11/2006)
10/11/2006		NOTICE of Hearing on Motion 13 MOTION for Preliminary Injunction, Recall and MOTION to Expedite Discovery Motion Hearing set for 10/23/2006 at 9:30 AM in Courtroom 2 before Judge William E Smith. (Baldinelli, Doreen) (Entered: 10/11/2006)
10/23/2006		Minute Entry for proceedings held before Judge William E Smith : Motion Hearing Day 1 held on 10/23/2006 re 13 MOTION for Forfeiture of Property MOTION to Expedite MOTION to Expedite filed by Hasbro, Inc. Jeffrey Techentin, Irene Choi, Kim Landsman for Plaintiff. George Lieberman, Janene Basset, Kent Raygor for Defendants. All counsel of record present. 1 witness sworn, 48 Exhibits ent'd full, 33 exhibits ID Only. (Court Reporter Anne Clayton.) (Baldinelli, Doreen) (Entered: 10/23/2006)
10/24/2006		Minute Entry for proceedings held before Judge William E Smith : Motion Hearing (DAY 2) held on 10/24/2006 re 13 MOTION for a Preliminary Injunction, Recall, and MOTION for Expedited Discovery filed by Hasbro, Inc. Jeffrey Techentin, Irene Choi, Kim Landsman for plaintiff. George Lieberman, Janene Basset, Kent Raygor for defendants. All counsel of record present. CRX of W-1, Mark Stark, continues by defendant. RDX plaintiff. RCRX defendant. W-2, Bruce Whitehill, sworn and questioned. W-3, Thomas DuPont, sworn and questioned. 14 exhibits entered full. 26 exhibits entered ID. (Court Reporter Anne Clayton.) (Leyva, Lucia) (Entered: 10/26/2006)
10/25/2006		Minute Entry for proceedings held before Judge William E. Smith : Motion Hearing held on 10/25/2006 re 13 Preliminary Injunction, Recall, and MOTION for Expedited Discovery filed by Hasbro, Inc. Jeffrey Techentin, Irene Choi, Kim Landsman for plaintiff. George Lieberman, Janene Basset, Kent Raygor for defendants. All counsel of record present. W-4, Sean Wiggins, sworn and questioned. W-5 Paul Vanasse, sworn and questioned. W-6, Millins Taft, Jr., sworn and questioned. W-5, Paul Vanasse recalled. Plaintiff moves exhibits full. Objection by defendant. Counsel to review exhibits in question prior to next court date. Exhibits not marked or entered full at this time. Plaintiff rests. W-7, Courtney Werner, sworn and questioned. 70 exhibits entered full. 30 entered ID. 1 exhibit previously marked for ID entered full. (Court Reporter Anne Clayton.) (Leyva, Lucia) (Entered: 10/26/2006)
10/26/2006		Notice of Continuation of Preliminary Injunction Hearing set for 11/15/2006 at 9:00 AM in Courtroom 2 before Judge William E Smith. (Baldinelli, Doreen) (Entered: 10/26/2006)
10/30/2006	101	TRANSCRIPT REQUEST *For Preliminary Injunction Hearing* by MGA Entertainment, Inc, MGA Entertainment, Inc for proceedings held on 10/23/06 through 10/25/06 before Judge William E. Smith.. (Lieberman, George) (Entered: 10/30/2006)
10/30/2006	102	TRANSCRIPT REQUEST *for Hearing on Motion for Preliminary Injunction and Recall* by Hasbro, Inc for proceedings held on 10/23/2006 to 10/25/2006 before Judge Smith.. (Techentin, Jeffrey) (Entered: 10/30/2006)
11/01/2006	103	MOTION for David R. Garcia to Appear Pro Hac Vice by MGA Entertainment, Inc, MGA Entertainment, Inc. (Lieberman, George) (Entered: 11/01/2006)
11/02/2006		MOTION to Seal by Hasbro, Inc. (Baldinelli, Doreen) (Entered: 11/02/2006)
11/02/2006		Telephone Conference set for 11/3/2006 at 11:00 AM in Judge Smith Chambers - before Judge William E Smith. (Baldinelli, Doreen) (Entered: 11/02/2006)
11/03/2006		Motion Forwarded to Chambers 104 MOTION to Compel MGA Discovery Responses and Motion in Limine Concerning the Circumstances Under Which Certain Exhibits Were Collected and MGA's Knowledge of the Exhibits, MOTION to Seal FORWARDED to

		Chambers of Judge Smith. (Baldinelli, Doreen) (Entered: 11/03/2006)
11/03/2006	105	Sealed Document. (Baldinelli, Doreen) (Entered: 11/03/2006)
11/03/2006		TRANSCRIPT of Proceedings held on October 23, 2006 before Judge William E. Smith. Court Reporter: Anne Clayton.. (Baldinelli, Doreen) (Entered: 11/03/2006)
11/03/2006		Minute Entry for proceedings held before Judge William E Smith : Telephone Conference held on 11/3/2006. Jeffrey K. Techentin, Kim Landsman for Plaintiff. George Lieberman, Kent R. Raygor for Defendant. (Baldinelli, Doreen) (Entered: 11/03/2006)
11/08/2006	107	MOTION for Protective Order by Hasbro, Inc. Responses due by 11/27/2006 (Baldinelli, Doreen) (Entered: 11/09/2006)
11/08/2006	108	MOTION to Seal by Hasbro, Inc. (Baldinelli, Doreen) (Entered: 11/09/2006)
11/09/2006	109	STIPULATION re 107 MOTION for Protective Order, 108 MOTION to Seal *withdrawing request for expedited review* by Hasbro, Inc. and MGA Entertainment, Inc.(Techentin, Jeffrey) Modified on 11/13/2006 added filer MGA(Zinni, Concetta). (Entered: 11/09/2006)
11/13/2006		112 MOTION in Limine *to Exclude Testimony of George Cooper and Beth Chapman and Objections to Defendant's Requests for Judicial Notice*, 110 MOTION in Limine REFERRED to Judge Smith. (Zinni, Concetta) (Entered: 11/13/2006)
11/15/2006	117	NOTICE to Take Deposition by MGA Entertainment, Inc, MGA Entertainment, Inc of Hasbro (Attachments: # 1)(Magratten, Brooks) (Entered: 11/15/2006)
11/15/2006		Minute Entry for proceedings held before Judge William E. Smith : Motion Hearing held on 11/15/2006 re 112 MOTION in Limine *to Exclude Testimony of George Cooper and Beth Chapman and Objections to Defendant's Requests for Judicial Notice* filed by Hasbro, Inc; 110 MOTION in Limine filed by MGA Entertainment, Inc. 13 MOTION for Preliminary Injunction (DAY 4) filed by Hasbro, Inc. Plaintiff: J. Techentin, I. Choi, K. Landsman, M. Sant'Ambrogio. Defendant: G. Lieberman, K. Raygor. Counsel of record present. Court addresses motions filed since last date. Argument heard as to both motions in limine. Court grants each motion to the extent explained in open court. Argument heard as to objections raised to requests for judicial notice submitted by the defendant. W-8, Barry Shapiro, sworn and questioned. W-9, Yuval Caspi, sworn and questioned. W-8, Barry Shapiro, recalled to finish testimony. W-10, Sandra F. Disner, sworn and questioned. Voir Dire of witness as to qualifications as an expert by plaintiff. Argument heard as to W-10's qualifications as an expert witness. Court to allow witness to testify as an expert. 24 exhibits entered full. 13 entered for ID only. 1 exhibit previously marked for ID on 10/24/06 entered full. (Court Reporter Anne M. Clayton.) (Leyva, Lucia) (Entered: 11/16/2006)
11/16/2006	118	ORDER granting 108 Motion to Seal - So Ordered by Judge William E Smith on 11/14/06. (Barletta, Barbara) (Entered: 11/16/2006)
11/16/2006		Minute Entry for proceedings held before Judge William E. Smith : Motion Hearing held on 11/16/2006 re 13 MOTION for Preliminary Injunction by Hasbro, Inc. Plaintiff: J. Techentin, I. Choi, K. Landsman, M. Sant'Ambrogio. Defendant: G. Lieberman, K. Raygor. Counsel of record present. DX of W-10, Sandra Disner, continues by defendant. CRX plaintiff. RDX defendant. RCRX plaintiff. W-11, Alex Keossian, sworn and questioned. W-12, Beth Chapman, sworn and questioned. W-13, Bo Lumabao, sworn and questioned. 33 exhibits entered full. 2 for ID only. 1 prev. marked ID entered full. (Court Reporter Anne M. Clayton.) (Leyva, Lucia) (Entered: 11/17/2006)
11/17/2006		NOTICE of Hearing on Motion 13 MOTION for PRELIMINARY INJUNCTION: Motion Hearing set for 12/12/2006 09:00 AM in Courtroom 2 before Judge William E Smith.

		(Farrell Pletcher, Paula) (Entered: 11/17/2006)
11/20/2006	119	TRANSCRIPT REQUEST by MGA Entertainment, Inc, MGA Entertainment, Inc for proceedings held on 11/15/06-11/17/06 before Judge William E. Smith.. (Lieberman, George) (Entered: 11/20/2006)
11/21/2006		Sealed Document placed in vault. (Baldinelli, Doreen) (Entered: 11/21/2006)
11/27/2006	120	ORDER granting 103 Motion to Appear Pro Hac Vice of David R Garcia . So Ordered by Judge William E Smith on 11/22/2006. (Baldinelli, Doreen) (Entered: 11/27/2006)
12/04/2006		Telephone Conference set for 12/5/2006 at 11:00 AM in Judge Smith Chambers - before Judge William E Smith. (Baldinelli, Doreen) (Entered: 12/04/2006)
12/05/2006		Minute Entry for proceedings held before Judge William E Smith : Telephone Conference held on 12/5/2006. Jeffrey Techentin, Kim Landsman for Plaintiff. George Lieberman, Kurt Raygor for Defendants. (Court Reporter s.) (Baldinelli, Doreen) (Entered: 12/05/2006)
12/12/2006		Minute Entry for proceedings held before Judge William E Smith: Motion Hearing held on 12/12/2006 re 13 MOTION for Forfeiture of Property MOTION to Expedite MOTION to Expedite filed by Hasbro, Inc. Kent Raygor, George Lieberman for Defendant, Jeffrey Techentin, Kim Landsman for Plaintiff. All counsel of record present. 1 witness sworn in (David Yerkes), 3 Exhibits ent'd full, 3 exhibits ID only. (Court Reporter Anne Clayton.) (Baldinelli, Doreen) (Entered: 12/12/2006)
12/12/2006	122	NOTICE of Hearing: Settlement Conference set for 2/6/2007 02:00 PM in Magistrate Judge Lovegreen Chambers - Room 519 before Magistrate Judge Robert W Lovegreen. (Price, Rhonda) (Entered: 12/12/2006)
12/12/2006		Minute Entry for proceedings held before Magistrate Judge Robert W Lovegreen : Settlement Conference held on 12/12/2006. (Price, Rhonda) (Entered: 12/12/2006)
12/18/2006	123	TRANSCRIPT REQUEST by Hasbro, Inc for proceedings held on 12/12/2006 before Judge Smith.. (Techentin, Jeffrey) (Entered: 12/18/2006)
01/03/2007	125	TRANSCRIPT REQUEST by MGA Entertainment, Inc, MGA Entertainment, Inc for proceedings held on 12/12/2006 before Judge William Smith.. (Lieberman, George) (Entered: 01/03/2007)
01/10/2007		CORRECTIVE DOCKET ENTRY re: Settlement Conference; Minute entry entered on 12/12/06, indicating that a Settlement Conference was held on 12/12/06 was docketed in error. A Settlement Conference is scheduled for 2/6/07 at 2:00 P.M. before Magistrate Judge Robert W. Lovegreen. (Price, Rhonda) (Entered: 01/10/2007)
02/02/2007	127	STIPULATION *Extending Deadline for Submission of Proposed Findings of Fact and Conclusions of Law through February 5, 2007* by Hasbro, Inc. (Techentin, Jeffrey) (Entered: 02/02/2007)
02/06/2007		MOTION to Seal by Hasbro, Inc. (Baldinelli, Doreen) (Entered: 02/06/2007)
02/06/2007		TEXT ORDER - It is hereby ordered that each party shall have through and until Monday, February 5, 2007 to file proposed Findings of Fact and Conclusions of Law with respect to Hasbro's Motion for Preliminary Injunction and Recall.. So Ordered by Judge William E Smith on 2/6/2007. (Baldinelli, Doreen) (Entered: 02/06/2007)
02/06/2007		Minute Entry for proceedings held before Magistrate Judge Robert W Lovegreen : Settlement Conference held on 2/6/2007. (Price, Rhonda) (Entered: 02/06/2007)

02/08/2007		ORDER granting MOTION to Seal filed by Hasbro, Inc. So Ordered by Judge William E Smith on 2/6/2007. (Baldinelli, Doreen) (Entered: 02/08/2007)
02/08/2007		Sealed Document placed in vault. (Baldinelli, Doreen) (Entered: 02/08/2007)
06/20/2007	131	NOTICE by Hasbro, Inc *of Withdrawal of Appearance of Irene Choi* (Techentin, Jeffrey) (Entered: 06/20/2007)
06/20/2007	132	NOTICE by Hasbro, Inc *of Withdrawal of Appearance of Michael Sant'Ambrogio* (Techentin, Jeffrey) (Entered: 06/20/2007)
11/13/2007		NOTICE of Hearing:Status Conference set for 11/28/2007 at 10:00 AM in Judge Smith Chambers before Judge William E Smith. (Baldinelli, Doreen) (Entered: 11/13/2007)
11/28/2007		Minute Entry for proceedings held before Judge William E Smith : Status Conference held on 11/28/2007. Jeffrey K. Techentin, Kim J. Landsman for Plaintiff. Brooks R. Magratten, George E. Lieberman, Ken R. Raygor (via telephone), Sam Khare (via telephone) for defendants. (Baldinelli, Doreen) (Entered: 11/28/2007)
11/29/2007	134	ORDER OF SETTLEMENT CONFERENCE. So Ordered by Judge William E Smith on 11/29/2007. (Baldinelli, Doreen) (Entered: 11/29/2007)
12/19/2007	135	NOTICE by MGA Entertainment, Inc *re: Withdrawal of Appearances* (Daly, Michael) (Entered: 12/19/2007)
12/31/2007	136	MOTION for Ronald Greenberg to Appear Pro Hac Vice by MGA Entertainment, Inc. (Daly, Michael) (Entered: 12/31/2007)
12/31/2007	137	MOTION for Peter Marcus to Appear Pro Hac Vice by MGA Entertainment, Inc. (Daly, Michael) (Entered: 12/31/2007)
01/04/2008	138	ORDER granting 137 Motion to Appear Pro Hac Vice of Peter J Marcus. So Ordered by Judge William E Smith on 1/8/2008. (Baldinelli, Doreen) (Entered: 01/04/2008)
01/04/2008	139	ORDER granting 136 Motion to Appear Pro Hac Vice of Ronald Greenberg. So Ordered by Judge William E Smith on 1/4/2008. (Baldinelli, Doreen) (Entered: 01/04/2008)
02/28/2008	140	MOTION for Elizabeth Shofner to Appear Pro Hac Vice by Hasbro, Inc. (Techentin, Jeffrey) (Entered: 02/28/2008)
03/05/2008	141	ORDER granting 140 Motion to Appear Pro Hac Vice of Elizabeth Shofner. So Ordered by Judge William E Smith on 3/4/2008. (Baldinelli, Doreen) (Entered: 03/05/2008)
09/30/2008	142	Assented MOTION to Seal WITH SUPPORTING MEMO by Hasbro, Inc. (Smith, Rana) (Entered: 10/01/2008)
10/01/2008		Motion Forwarded to Chambers 142 Assented MOTION to Seal FORWARDED to Chambers of Judge William E. Smith. (Geile, Wendy) (Entered: 10/01/2008)
10/03/2008		TEXT ORDER granting 142 Motion to Seal. So Ordered by Judge William E Smith on 10/3/08. (Geile, Wendy) (Entered: 10/03/2008)
10/03/2008	143	FINAL JUDGMENT in favor of Hasbro, Inc against MGA Entertainment, Inc. So Ordered by Judge William E Smith on 10/2/2008. (Geile, Wendy) (Entered: 10/03/2008)
10/17/2008	144	Receipt for Exhibits retrieved by Plaintiff re: Preliminary Injunction Hearing 10/25/2006 as to Hasbro, Inc. (Smith, Rana) (Entered: 10/17/2008)
10/17/2008	145	Receipt for Exhibits retrieved by Defendant re: Preliminary Injunction Hearing on

		10/25/2006 as to MGA Entertainment, Inc. (Smith, Rana) (Entered: 10/17/2008)

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UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF RHODE ISLAND

HASBRO, NC., Plaintiff, - against - MGA ENTERTAINMENT, INC., Defendant.	C.A. No. 06-262S

FINAL JUDGMENT

Plaintiff Hasbro, Inc. ("Hasbro") and Defendant MGA Entertainment, Inc. ("MGA"), by their respective undersigned attorneys of record and their duly empowered officers, stipulate and agree that final judgment shall be entered in favor of Hasbro and against MGA as follows:

1. This Court has jurisdiction over the parties and over the claims asserted by Hasbro and the counterclaims asserted by MGA. Venue of this action properly lies in the District of Rhode Island.

2. This Court hereby vacates its Memorandum and Decision dated July 31, 2007, denying Hasbro's motion for a preliminary injunction. As noted in that decision, Hasbro might have at trial successfully negated MGA's attempts to prove genericness and ultimately establish its infringement claim.

3. Hasbro and MGA waive findings of fact and conclusions of law under Rule 52 of the Federal Rules of Civil Procedure, except as set forth herein.

Exhibit 8

4. This Final Judgment may be entered without costs or attorneys fees as to either party and without further notice.

5. Hasbro and MGA agree not to appeal from this Final Judgment, and not to attack the validity of this Final Judgment or any provision thereof in any collateral or subsequent proceeding.

6. Hasbro is the owner of the valid, subsisting Registration Nos. 834,282 and 2,894,970 for the trademark MEMORY® for board games in the United States Patent and Trademark Office.

7. MGA's counterclaims filed in this action are dismissed with prejudice.

8. Pursuant to Fed. R. Civ. P. 65 and 15 U.S.C. § 1116, MGA is permanently enjoined from using the term "memory" as all or part of the name of a game, except pursuant to license from Ravensburger AG.

9. This shall constitute the final judgment in this matter, which will be closed, but the Court retains jurisdiction over the parties and this action to implement and enforce this Final Judgment.

10. The following docket entries in the Court record shall be sealed: Docket Nos. 24, 25, 26, 27, 28, 29, 33, 34, 37, 38, 39, 40, 44, 45, 46, 47, 48, 50, 53, 55, 63, 64, 65, 66, 69, 70, 71, 72, 73, 75, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 104, 106, 110, 111, 112, 113, 114, 115, 116, 121, 124, 126, 128, 129, 130, and 133.

Dated: October 2, 2008

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IT IS SO ORDERED on October 2, 2008.

Honorable William E. Smith
United States District Judge

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Receiver starts dressing up maker of Bratz: Mattel seems to be winning war with MGA.

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It's been a bumpy ride for MGA Entertainment Inc. Chief Executive Isaac Larian.

The 55-year-old entrepreneur was hit last week with a federal judge's ruling that gives control of his company to a temporary receiver.

It's the latest blow to Larian in his long-running war with Mattel Inc. over ownership of MGA's Bratz dolls. Mattel seems to be winning at every turn.

The receiver, Beverly Hills attorney Patrick Fraioli, replaces the MGA board and has sweeping authority to sell company assets, investigate business transactions or even recommend that the company file for bankruptcy.

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Search multiple engines at once for bratz dress up games
www.webcrawler.com
Gifts for Bratz Girls
Browse our large selection of Bratz gift ideas from top merchants.
www.gifts.com

"He is charged with operating the business and to preserve, or enhance, the value of the assets," said Stephen Donell, an L.A.-based court-appointed receiver who is not involved in the case. "It's different than a situation where a receiver may be appointed to liquidate the company."

Larian said he would appeal the receivership ruling, according to a news report.

It remains unclear how long Fraioli will oversee the Bratz maker, and Larian could regain control May 18. That's when U.S. District Court Judge Stephen Larson is expected to decide whether to make the receivership permanent.

If the judge names Fraioli permanent receiver, the receiver could remain in that role until the legal tussle over the Bratz property concludes. After that, Larian would presumably regain control of MGA minus the Bratz doll line unless an appeal is successful.

"From the standpoint of MGA, it is very scary," said Dan Schechter, a Loyola Law School professor who is not involved in the case. "The judge shows every indication that he will put a permanent receiver in place."

At the moment, toy industry insiders said Larian, who has expressed confidence over the course of the litigation that he would prevail, is likely frustrated over losing his chief executive powers.

"This is new to Isaac, being on the losing side," said Jim Silver, an industry expert who has known Larian for 14 years. "He's not running his company anymore, and I'm sure he is looking at all avenues of what he can do.'"

In the meantime, Larson's order directs Fraioli to preserve and maximize the profits of MGA and its entities, including the company's international operations, and the Bratz assets that set off the dispute.

Fraioli declined Business Journal requests for comment, citing the judge's demand for discretion. However, according to people familiar with the situation, Fraioli is holding meetings with Larian and other MGA executives at the company's Van Nuys headquarters, determining the status of the company's finances, understanding how the Bratz products figure into MGA's bottom line, and developing an overall picture of the company's business structure. Fraioli is also talking to MGA's suppliers and distributors to explain his role as temporary receiver and calm any fears that the

Article Details

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Topics: Paper dolls
Cases
Toy industry
Officials and employees

Exhibit 9

company may be shutting down.

The decision to put MGA into receivership was issued in a 25-page ruling issued by Larson on April 27. Larson also denied MGA's request to reduce an award of $100 million in damages to Mattel.

A Riverside federal jury awarded the El Segundo toymaker the $100 million sum in August, alter finding that a Mattel designer created the Bratz name and character while working lot the company and improperly took the ideal to MGA.

Larson's most recent ruling also forbids MGA from manufacturing, marketing or selling Bratz products. That means a previous ruling, which had been stayed at MGA's request, is now in force. The receiver can sell Bratz products, however, if such sales will help Mattel collect what it's owed. Retailers can continue to sell MGA-manufactured Bratz products through the holiday season of this year, but in January 2010 they will have to return any unsold inventory.

A Mattel spokeswoman declined to comment for this article. An MGA spokesperson did not return requests for comment nor did Larian.

Peaks and valleys

In 1982, Larian created MGA's predecessor, ABC International Traders Inc.. an electronics importer, and it filed for Chapter 11 bankruptcy in 1997, but later re-emerged as a toy company.

The Bratz dolls, with their pouty lips and provocative clothing, brought Larian success. At its peak in 2005, the line generated an estimated $2 billion in annual sales--making it MGA's monster product. The company's other lines include Little Tikes and Baby Born, a baby doll line.

But in 2004, Mattel filed a lawsuit claiming that toy designer Carter Bryant drew the dolls while he was still a Mattel employee and argued that the line was Mattel's property as a result.

A federal jury in August agreed with Mattel, awarding the company ownership of the Bratz intellectual property and $100 million in damages. Mattel was awarded ownership of the dolls after the 2009 holiday season to give retailers assurance that they could purchase Bratz products.

[ILLUSTRATION OMITTED]

In the past several months, Mattel raised concerns that Larian had been trying to shield MGA's assets from creditors. Larson appointed Fraioli as temporary receiver in response to Mattel's allegations. In his order, Larson wrote "good cause exists to believe that the MGA parties ... are engaging in, or about to engage in transactions, acts, practices and courses of businesses that constitute fraudulent transfers of assets and violations of Mattel's ownership."

Mattel has argued that MGA's largest creditor, Omni 808 Investors LLC, appears to be first in line to claim its assets, jeopardizing the $100 million judgment and/he right to the Bratz doll line. Mattel also claims that Omni, which is headed by Beverly Hills investor Neil Kadisha, could be a friendly debt holder because it is being funded by Larian. Larson's ruling restrains Kadisha from foreclosing on the lien.

In response to Mattel's concerns, Larson asked temporary receiver Fraioli to investigate the company's finances, in particular transfers and transactions made by MGA after July 2008, which was during the trial. Many of the transactions described in Mattel's allegations took place around that time.

But the receiver's role doesn't stop at financial inquiry and oversight. Fraioli also has the power to hire employees. He can even replace Larian and other MGA executives, or hire people to oversee current MGA management. Larson gave Fraioli permission to retain accountants, attorneys and consultants to help run the company.

Meanwhile, attorneys for Mattel and MGA are preparing for a second phase of the case over claims that MGA stole Mattel's trade secrets by hiring executives away and pumping them for propriety information. MGA has countersued, alleging that Mattel infringed on its property by making a version of the Bratz doll, the My Scene fashion doll. That claim would only be valid pending a successful appeal of the ruling that the Bratz line is no longer MGA property.

Once the legal battle between the toy rivals ends, Silver, the toy industry consultant who is close to Larian, said he expects the MGA executive to launch another doll product.

"'I would expect him to do a fashion doll line," Silver said. "He's going to want to compete against Barbie. Sometimes in business it's personal, and this is personal."

By ALEXA HYLAND Staff Reporter

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www.Zacks.com/MattelInc

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Award-winning Versions World's Leading Strategy Group
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Improve your **memory** skills. For kids and children of all ages and grades. **...** Object of the **Game**: To find all the **matching** pairs of **cards**. How to Play: **...**
www.funbrain.com/**match**/ - Cached - Similar

Kids Domain - **Memory Match Card Game**
Jun 1, 2009 **...** Make your own **memory match game** by printing and coloring the **cards**. Play alone or with a friend to **match** pictures to words! **...**
www.kidsdomain.com/brain/read/**memorymatchcards**.html - Cached - Similar

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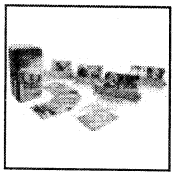

Bella Sara **Memory Card Game**
$12.00 new - Barnes & Noble.com
Talicor 7350 VeggieTales Flip and Find **Matching Memory Game**
$5 new - 11 stores
Monkey **Memory Card Game**
$6 new - 6 stores

Concentration / **Memory** - **Card Game** Rules
Complete rules for the **card game** Concentration, also known as **Memory**. **...** To make the **game** more difficult, require players to **match** both numbers and colors, **...**

Exhibit 10

board**games**.about.com/od/**cardgames**/a/concentration.htm - Cached - Similar

Memory Games
Free online **memory games**! Metro **Match** is the classic **memory game** with a twist. **...**
Memory Games - Metro **Match**. Metro **Match game** - the classic **memory game ...**
www.buzzle.com/**games**/Metro**Match**.asp - Cached - Similar

Concentration (**game**) - Wikipedia, the free encyclopedia
The object of the **game** is to turn over pairs of **matching cards**. **....** Concentration - the **Memory Games** - The only concentration **game** that implements Two **...**
en.wikipedia.org/wiki/Concentration_(**game**) - Cached - Similar

Printable **Memory Cards**
DLTK's Custom **Memory Cards**. Ready? Click here to begin **...** custom cards that people could use to play a memory/concentration **game** or a **game** like "Go Fish". **...** 2 copies of each template so that you have 2 of each image to **match** up. **...**
www.dltk-**cards**.com/**memory**/index.htm - Cached - Similar

Shape **Matching Game** - Flash Concentration **Card Game**
POPULAR ONLINE **GAMES**. Why Did the Chicken . **...** childrens **games**. free kids **games** online **... GAMES** FOR KIDS FROM THEKIDZPAGE. Free Kid's Arcade **Games ...**
www.thekidzpage.com/freekids**games**/**games**/.../shapes**matching**.html - Cached - Similar

Card Games - Solitaire **Memory Match**
Memory Match Solitaire is a single player **memory matching card game**, where the player's goal is to **match cards** of the same numerical value but different **...**
www.i**cardgames**.com/MMSolitaire.php - Cached - Similar

Brain Drain Concentration **Game** free online **memory** concentration **...**
Similar to other **memory games**, Brain Drain Concentration is based on the popular **matching card game** "Concentration". The object of this free **game** is to turn **...**
www.hypergurl.com/flash**games**/concentration-**memory**-**game**.shtml - Cached - Similar

Go to free **games**: puzzles, **cards games**, jigsaw puzzles
Click here to play 5 versions of Solitaire **card game**, free online blackjack **card game ...**
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www.gotofree**games**.com/ - Cached - Similar

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Swiss Valley Farms® **Memory Match Card Game**

Memory Match Card Game. 00:00.0. start new **game**. pause. Pairs Matched: 0. Flips: 0. **Memory Match Card Game**. 00:00.1. start new **game**. pause. Pairs Matched: 0 **...**
www.swissvalley.com/swf/**matching**pairs/**matching**_pairs.html - Cached - Similar

Rhyming **Matching Game** - Sadlier-Oxford | Educational Publishing **...**
www.sadlier-oxford.com/phonics/grade_k_1/...k_1/hifreq.htm - Similar

Family **Card Game** Online,Free Kids **Memory** Internet **Games**
Matching Pairs **Memory Game**: You have to **match** pairs of **cards** by turning over matched pairs. Click on a **card** to flip it over. If the next **card** you flip **...**
www.learn4good.com › ... › Free Online Card Games - Cached - Similar

MemoryGame
This time you are **matching** a symbol to the name of the symbol. See how many turns will it take you to **match** all of the **cards** with their partner. New **Game ...**
www.dsokids.com/**games**/**memory**/index.html - Cached - Similar

Caillou . **Games** . **Memory Game** | PBS Kids
Instructions to play the **game**: Here is a where you need to use your **memory**: you have to find and **match** the identical playing **cards**. Click on the first **card ...**
pbskids.org/caillou/**games**/**memory**/index.html - Cached - Similar

YouTube - How To Copy PSP UMD **Games** Onto Your **Memory** Stick!

★★★★★- 8 min - Aug 9, 2007
This is another of my PSP Tutorials and this time it is a tutorial on how to copy PSP UMD **games** and back them up so you don't need the UMD to play **...**
www.youtube.com/watch?v=Bw_WgYo8Dbc - Related videos

A clown **card memory game**
Find the animated clown **cards** that are the same - clapping, smiling, turning... - A clown **card memory game**.
www.boowakwala.com/.../boowakwala-world-circus-pairs.html - Cached - Similar

Amazon.com: Preschool Numbers **Memory Game**: Toys & **Games**
Preschool Numbers **Memory Game**. Other products by eeBoo **....** 3 years and up. **Match** numbers to 10 with this simple, classic **matching game**. 2-4 players. **...**

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www.amazon.com/dp/B0014JPJES?tag=sailor-moon-cosplay-20 - Cached

Games & Puzzles | Printables | FamilyFun
Memory Games: Printable **games** that test kids' memories. Round 'em Up! Activity Sheet · Mazes: Kids can go on an a-maze-ing journey. Music **Matching Game ...**
familyfun.go.com/printables/printable-**games**-and-puzzles/ - Cached - Similar

psp **games** on a **memory** stick
25 posts - 10 authors - Last post: Jun 6, 2005
i work at gamestop and i had some guy who came in and bought a gig stick to put psp **games** on his **memory** stick. now i know your able to **...**
forums.afterdawn.com/thread_view.cfm/190082 - Cached - Similar

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Continue your Research at Yahoo!
Find it Quickly and Search Around
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Have fun playing **card matching memory games** online! We have many different challenges and they are free!
fun.dotheresearch.com › Fun › Games & Puzzles - Cached - Similar

Download **Memory Card Game** : Concentration - Freeware Software - Tucows
Memory Card Game : Concentration 2.1. filesize: 1.44 MB. Memory is a card **game** that consists of **matching** cards in pairs to score points. Published: **...**
www.tucows.com/preview/281855 - Cached - Similar

Make your own **memory game** - Microsoft Home Magazine
Make your own **memory game** : Entertain and amuse your children with a **...** The player with the most **matching** sets of **cards** at the end of the **game** wins. **...**
www.microsoft.com/.../make-your-own-**memory-game**.aspx - Canada - Cached - Similar

BBC - Number Time- Find one more
To play this **game** you'll need the Macromedia Shockwave Player plug-in. If you can see Bill animated, you already have the plug-in. **...**
www.bbc.co.uk/schools/.../**games**/find.shtml - Cached - Similar - Add to iGoogle

BlackDog's Christmas **Match Game**!
BlackDog's Christmas **Match Game**! **...** Continue clicking on the **cards** until you find all the **matching** Christmas pictures. When you've matched all them all, **...**
www.blackdog.net/holiday/christmas/**match**/index.html - Cached - Similar

Bella Sara **Memory Card Matching** Horse **Game** - 21704
Bella Sara **Memory Card Matching** Horse **Game** - 21704. Toys, **Games**, Costumes, Stuffed Animals, & Baby Toys.
www.toysand**games**online.com/Bella-Sara-21704-BEL1012.html - Cached

Amazon.com: **Memory Game Cards** (Brighter Child Flash **Cards**)...
Brighter Child **Memory Game Cards** allow children to develop thinking, **....** Then I take the **matching card** (all of the great pictures come in sets of two) and **...**

www.amazon.com › ... › Games › Card Games - Cached - Similar

Memory Game - Y8.com
Y8 Memory **Game**. **...** Flash **Memory Card Game** · Music **Matching** · Finding Nemo(Memory **Game**) · Simpsons Magic Ball · Rufus Recall · Scooby Doo - Velma Vision **...**
www.y8.com/tags/**Memory_Game** - Cached - Similar

BlackDog's Thanksgiving Turkey **Match Game**
BlackDog's Thanksgiving Turkey **Match Game**. **Match** the Thanksgiving pictures and win. **...** Continue clicking on the **cards** until you find all the **matching ...**
www.blackdog4kids.com/holiday/thanks/**match**/ - Cached

Free online concentration **memory game**
Test your **memory** with this free online concentration puzzle **game**. **...** If the images of the two **cards match** then part of the hidden image is displayed. **...**
www.gotofree**games**.com/**matchgame**/free_concentration_**game**.htm - Cached - Similar

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Story ~testing **Match Card Game** I was testing **Memory** Jogging Puzzles and **.....** large playing **cards**. **match games** memories of yesterday. **memory** puzzles **...**
memoryjoggingpuzzles.com/ - Cached

Download Neuronyx for Mac - **Memory card game**. MacUpdate Mac **...**
Mar 17, 2007 **... Memory card game**. Download Neuronyx for the Mac from **...** Neuronyx is a fast-paced **game matching** cards in as short a time as possible. **...**
www.macupdate.com/info.php/id/17724/neuronyx - Cached

Memory Games for Alzheimer's Patients | Dementia **Games** & Activities
Feb 13, 2010 **... Memory Card Games** for Alzheimer's & Dementia Patients **....** and draw on their memory and problem-solving skills to **match** the cards. **...**
www.caring.com/.../**memory-card-games**-for-alzheimers-dementia-patients - Cached - Similar

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123 Free Memory 2003 - Free **Memory Card Games** Collection - Free **...**
"nice **game**". by barakat_khaled on November 11, 2006. Pros: great free **memory game**, find the **matching cards**. Was this review helpful? **...**
download.cnet.com/...**Memory**...**Memory-Card-Games**.../3000-18536_4-10059307.html - Cached - Similar

Memory: Instructions
Memory is a **card game** designed for two people, although single player modes are **...** If the two **cards match**, the player scores one point, the two **cards** are **...**
www.rinkworks.com/**games**/**memory**.shtml - Cached - Similar

Preschool **Memory Match Games**
Memory card matching games provide a fun teaching activity for preschool children and elementary teachers. Children will enjoy these colorfully illustrated **...**
www.learningthings.com/items.asp?Cc=**MATCHGAMES** - Cached - Similar

Photo **Memory Card Game**
Photo **Memory Card Game**. Alphabet Book · Disney Memory Box **...** If a pair is made, the player collects both **matching** cards and takes another turn. **...**
www.kodak.com/eknec/PageQuerier.jhtml?pq-path=11226 - Cached - Similar

MEMORY CARD GAME Press Releases - **memory card game**, **memory card ...**
matching card **game** free download, Absolute **Memory cards game** free download! Absolute Memory is an exciting logical cards puzzle **game**. **...**
memorycardgame.53438.free-press-release.com/ - Cached

Matching & Sorting - Everyday Objects **Memory Matching Card Game**
Help children build **memory** skills and develop sight word recognition in a fun, innovative way by **matching** colorful, realistic photographs.
www.difflearn.com/product/460/**matching**_sorting - Cached - Similar

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Little Hopper's **Memory Matching Game** for Mac OS X, Windows XP ...
Tile **Matching Game Card Matching Game Memory Match** Sofware **Memory Match Game** ... Other Payment Options for **Memory Matching Game** software. ...
fastrabbitsoftware.com/**memory_matching_game**.htm - Cached - Similar

ABCya! Learn to Read Alphabet **Match** | Phonemic Awareness
Alphabet **Match** is a fun educational **game** where children must **match** letter sounds to beginning word sounds. For example "A" = "Ant" Children flip **cards** to ...
www.abcya.com/alphabet_**matching_game**.htm - Cached - Similar

Tree Card **Games** - 123 Free **Memory Card Games** 2003
Download and Play for free 123 Free **Memory Card Games** 2003. ... High-quality collection of MahJong solitaire and **matching games**. Download it now! ...
www.tree**cardgames**.com/fm/ - Cached - Similar

Sew Liberated: in praise of the **memory game**
Jan 21, 2009 ... Here are just some suggestions for using the **memory game** with children: **Matching game** - Once your child begins to show interest in things ...
sewliberated.typepad.com/sew.../in-praise-of-the-**memory-game**.html - Cached

Memory Games
Our own printable Bunny **Matching Game cards** - use them to play "**Memory**", ... These cheerful Fish **Matching Game cards** can be used to play **Memory** ...
www.activityvillage.co.uk/**memory_games**.htm - Cached - Similar

Count Us In **Games** - **Game** 10
ABC New Media Education now gives you **Game** 10 of the Count Us In **Games** for teacher junior mathematics.
www.abc.net.au/countusin/**games/game**10.htm - Cached - Similar

Spring Themed Concentration **Memory Game**
Printable templates for children's holiday crafts and activities for preschool, kindergarten and elementary school kids.
www.dltk-holidays.com/spring/**memory**/index.htm - Cached - Similar

Mama Mirabelle . Animal **Memory Card Game** - Instructions | PBS KIDS
Animal **Memory Card Game** Instructions ... If the animals on the two cards **match**, the player wins the cards and creates a pile to the side. ...
pbskids.org/.../funstuff_animaltrivia_**memorygame**_instructions.html - Cached - Similar

Endangered Species **Matching Game**
Dealing with Endangered Species— This is a **matching** pairs **card game** that will ... A timer begins when the **game** starts, so **match** the animal **cards** as fast as ...
www.sandiegozoo.org/kids/**games**/dwes.html - Cached - Similar

ELGames.com: **** **Memory Card Games** ****
Memory Card Games, play these card **games** with your children will help improve there memory ... Memory and **Matching Game**. You're invited to a surprise party! ...
www.educationallearning**games**.com/**card-games**-11.asp - Cached - Similar

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Web Show options... Results **51** - **60** of about **78,900,000** for **memory card matching game**. (**0.16** seconds)

Creation of a **matching game** with Flash and AS3 - Emanuele Feronato
May 2, 2008 **...** See under **Memory Game** @ Flex labs. No explanation or tutorial though, **...** Awesome Scripting for the **Card Game**...nice and simple Emanuelle! **...**
www.emanueleferonato.com/.../creation-of-a-**matching-game**-with-flash-and-as3/ - Cached - Similar

Gift Idea: Personalized **Memory Game**
Aug 31, 2005 **...** **Memory game** involves a deck of picture **cards** where the goal is to find **matching** pairs of images. The **cards** are spread out face down on a **...**
lifehacker.com/123258/gift-idea-personalized-**memory-game** - Cached - Similar

Flash My Little Pony **Memory Game** Free Online
Playing MY LITTLE PONY **MEMORY Game** is simple and fun! -Click on any **card** to reveal a pony -Click on a second **card** to make a **match** -**Matching cards** will **...**
www.puff**games**.com/mylittlepony**memory**/ - Cached - Similar

Memory Game
Score if you **match** the pictures... Try remember where the images are... If you're about to go crazy ... Pictures in this **game** are from Poison's Icons. **...**
www.mce.k12tn.net/indians/**games**/**memory**2.htm - Cached - Similar

Yo Gabba Gabba **Memory Matching Game** Printables
Test your preschoolers **memory** with this familiar **card game**. Simply print, cut, and lay all **cards** face down, then find the **matching** pairs.
www.nickjr.com/.../yo-gabba-**memory-matching-game**.jhtml - Cached - Similar

Printable **Matching Memory Game** Software - Captain Memo, MnemoniX **...**
Memory Card Game : Concentration Memory is a card **game** which consists of **matching** cards in pairs to score points. Memory can be played alone, **...**
www.filetransit.com/files.php?name...**Matching_Memory_Game** - Cached

Free **Memory Match games** download
Mar 25, 2010 **...** **Memory Match** in **game** descriptionExtended Search Results. ABC Animals 1.0.3: icon: **Card Matching Memory game** for children. **...**
www.brothersoft.com/**games**/download/**memory-match**.html - Cached

Languages Online - **Memory Game** Maker
In this interactive **memory game** the player must find the **matching** pairs of **cards**. To do this click on a **card** in the top row and then click on a **card** in the **...**
www.education.vic.gov.au/.../**games**/**memory**/index.htm - Cached - Similar

Memory Card Game: Compare Prices, Reviews & Buy Online @ Yahoo **...**
Christmas **Memory Card Games**. 4/4283. Christmas **Memory Card Games** Kids love this Christmas twist on the classic memory **game**! **Match** the 18 sets of 2 1/2 **...**
shopping.yahoo.com/**memory-card-game**--shop/ - Cached

Vocabulary **Games** and Resources
Memory Match - Flip the **cards** and find **matching** answers. **...** This word **game** website helps to build English vocabulary with fun practice activities for K-12 **...**
www.vocabulary.co.il/ - Cached - Similar

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Free ABC Animals - **Card matching memory game** for children to **match ...**
Aug 14, 2007 **...** **Card matching memory game** for children to **match** up pairs of animal pictures.
www.yaodownload.com › Games - Cached

Memory Game - OnlineGames.Net - Play Free **Games** Online
Please wait while the **game** is loading... OnlineGames.net **Games** - **Memory Game** **Memory Game Match** the **cards** and use your **memory** to master it quickly. **...**
www.online**games**.net/**games**/804/**memory-game**.html - Cached - Similar

Memory card game: House rules and variations - by Susan Quilty **...**
However, **Memory** is a fun **game** for **card** players o..., Susan Quilty. **...** For example, a picture of a ball would **match** with the **card** showing the letter B. **...**
www.helium.com/.../952967-**memory-card-game**-house-rules-and-variations - Cached - Similar

Memory Card Games For Alzheimer's & Dementia Patients
Mar 30, 2010 **...** I developed the card **game** MatchMate as a memory activity and brain **...** The card **game** is similar to MatchMate, where players must find the **matching** card. **...** All three of these **memory card games** are great brain exercises, **...**
www.articlesbase.com/.../**memory-card-games**-for-alzheimer039s-amp-dementia-patients-2072196.html - Cached

Memory Matching Game - C And C++ | Dream.In.Code
Nov 5, 2008 **...** A common **memory matching game** played by children is to start with a deck of identical pairs face down on a table. A player selects two **cards ...**
www.dreamincode.net/forums/.../70680-**memory-matching-game**/ - Cached

ABC Animals v1.0.2 Shareware Download - **Card matching memory game ...**
Apr 5, 2006 **...** Let your kids learn the alphabet while playing this **memory game**!
www.filebuzz.com/fileinfo/16315/ABC_Animals.html - Cached

Memory match games kids - Shop sales, stores & prices at TheFind.com
Egg-Shaped **Memory Card Games** This Easter **matching** activity is a fun way to test your **...** Go diego go memory **match** and rummy card **games** by cardinal - 1 ea **...**
www.thefind.com/family/info-**memory-match-games**-kids - Cached

Flash **Memory Card Game** FLASH - Play Free **Games** Online at Y8.com
May 8, 2007 **...** <a href="http://y8.com/**games**/Flash_Memory_Card_Game">Flash **Memory Card Game**
<img src="http://img.y8.com//gfx/memorycards.gif" **...**
www.y8.com/**games**/Flash_**Memory_Card_Game** - Cached - Similar

How To Play the **Memory Card Game** | How To Do Things.com
At the end of the **game**, when all **matching** cards are found, the player who has most of the pairs of **matching** cards is declared the winner. The **memory card ...**
www.howtodothings.com/.../**memory-card-game**-house-rules-and-variations - Cached - Similar

Download Nktel a200 **Memory Card Games** at All Freeware
123 FREE **Memory Card Games** 2003 is a collection of five great Memory **games**: **....** Harem **Games** Memory **game** objective is simple: to **match** the pairs of our **...**
www.all-freeware.com/results/nktel/a200/**memory/card/games** - Cached

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Make a **Memory Matching Card Game**: Teach or Review a Topic with ...
Mar 23, 2010 ... Parents and teachers, or kids themselves, can create a **memory matching card game** that helps kids to practice identifying different objects.
educational-kids-crafts.suite101.com/.../make-a-**memory-matching-card-game** - Cached

Online **Games** and Activities
Easter Egg **Match**: Same or Different? - This is an Easter egg **memory card game**. Turn over two cards at a time and try to make a **match**. ...
www.talkingchild.com/**Games**.aspx - Cached - Similar

Yummy **Memory Card Match** Featuring the Kreemy Snack Kids Release ...
For Yummy **Memory Card Match** Featuring the Kreemy Snack Kids on the iPhone/iPod, the GameFAQs information page shows all known release data and credits.
www.**game**faqs.com/.../977097-yummy-**memory-card-match**-featuring-the-kreemy-snack - Cached

A **Game** of Concentration - Play Flash **Memory Card** Online
Oct 21, 2009 ... **Memory card game** is very simple and anyone can play this **game** online ... the cards, remember the positioning of the **matching** pairs and click ...
ezinearticles.com/?A-**Game**-of-Concentration...**Memory-Card**... - Cached

Audio Concentration/**Memory Games** for ESL Students (Flash 6)
This kind of **game** has a few different names: Concentration, **Memory** and **Match** the ... These **games** are an adaptation of William Warby's **Matching** Pairs **Card Game**.
www.manythings.org/ac/ - Cached - Similar

Memory Cards - Downloads Free **Memory Cards** - Download **Memory Cards** ...
Solitaire **Memory Match** 1.0 **Memory Match** Solitaire is a free **card game** where the player attempts to **match** all the **cards** in a deck with **cards** of the same face ...
memory-cards.smartcode.com/ - Cached - Similar

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www.articlesnatch.com/Article/**Memory-Card-Games**.../1056833 - Cached

Play Flash **Memory Card Game** | Play Free Addicting **Games** Online
Pair the **cards** at shortest amount of time. ... Tags: 1 player, **cards**, flash, **matching game**, **memory game**. Plays: 670. Rating: 4 / 10. Category: No Category ...
www.freeaddicting**games**.com/**game**/flash-**memory-card-game**/ - Cached

ABC Animals - **Card matching memory game** for children. **Match** up ...
Apr 5, 2006 ... **Card matching memory game** for children (age 4+). **Match** up pairs of beautiful animal pictures! It's really easy to play.
www.soft14.com/**Games**/.../ABC_Animals_11704_Review.html - Cached - Similar

PK Press | Animal Colors | Animal **card matching game**
Children can take turns or compete to see who finds the **match** fastest. For a more challenging **game**, turn over the **cards** and play a **memory** concentration **game** ...
www.pkpress.com/**games**/**match**-up-**games**/animal-colors.php - Cached

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Virtual St. Joseph Altar Blog: St. Joseph **Memory Match card game**
Mar 2, 2010 **...** Jessica at Shower of Blessings has created a printable St. Joseph **Memory Match card game**. Head over to Shower of Roses, download the two **...**
stjosephaltar.blogspot.com/.../jessica-at-shower-of-blessings-has.html - Cached

How to Make Your Own **Memory Game** for Kids | eHow.com
The **card game Memory** has long been a favorite of kids everywhere. **...** When a **match** is made, you will take them off and keep them in your pile. **...**
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A classic **memory card game** featuring the all-time top 10 animals, as decided by me. **Match** all the pairs to win the **game**. Play with 8, 12 or 18 cards. **...**
www.random**games**.net/**games**/snapp_animals/ - Cached

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memory card Matching Results from Hong Kong Manufacturer **...** keywords: environmental protection **game**, paper **game**, card **game**. Inquire Now **...**
www.tradeeasy.com/search/.../**memory**%20**card**-103.html - Cached - Similar

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This memory **match game** supports 3 **game** sizes, multiple players, **...** 123 FREE **Memory Card Games** 2003 features a winning layout, fast **game** play, rich sounds,. **...**
www.fileflash.com/allfiles/**games**_concentration/ - Cached

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www.topshareware.com/**memory-card**-unlock.../1.htm - Cached - Similar

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Need some help with **memory card game** - C++
Sep 27, 2009 **...** Need some help with **memory card game** C++. **...** cout<<endl; } //**match**? if (cards[r1][c1]==cards[r2][c2]) { } else { } //this pushes the next **...**
www.daniweb.com/forums/thread226161.html - Cached

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matching game, play **memory game** in our free **memory games**,it's huge!!
www.nooza**games**.com/**matching**-online-free-**games**.php - Cached - Similar

DealExtreme: $5.90 **Game** Save **Memory Card** for PS2 (32MB)
Jul 16, 2008 **...** DealExtreme.co Price: $5.90 - Free Shipping - **Game** Save **Memory Card** for PS2 (32MB) (PlayStation2 Accessories Video **Games**) with free **...**
www.dealextreme.com/details.dx/sku.14391 - Cached - Similar

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memory.software.informer.com/download-**memory**-**match**-**card**-**game**-pdf/ - Cached

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Litany Saint **Memory Card Game**. Use this challenging **matching game** as an opportunity to reinforce your childrens knowledge of Church symbolism and to . **...**
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StudyStack study system
Matching game, crossword, word search puzzle, hangman, and word scramble also **...** However, old fashion flashcards written on index **cards** do have some **...**
www.studystack.com/ - Cached - Similar

Memory Card Games for Kids @ GamesandJigsaws.com
Playing such classics as **Memory**, and Old Maid, (and two **matching card games**), while discovering fine works of art is an excellent way to learn about the **...**
www.**games**andjigsaws.com/index.../**Memory_Card_Games**_for_Kids - Cached

Flash :: [F8] Hunting "**MEMORY CARD GAME**" Tutorial + Source Fla File
I'm designing a **memory** style **card game** where you flip **cards** over and if they **match** they go away and stuff. You know what I mean. Anyway, I can't figure out **...**
www.bigresource.com/FLASH--F8-Hunting-**MEMORY**-**CARD**-**GAME**-tutorial-source-fla-file-tf3QFSGopo.html - Cached

memory games for seniors Free Download - windows software
Apr 5, 2010 **...** **Memory Game** 3 It is based on a classic **card matching memory game**. **Match** two identical pictures to remove them . **...**
search.wareseeker.com/**memory**-**games**-for-seniors/ - Cached

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