



Hasbro Trademarks a Favorite Smell from Childhood: The PLAY-DOH Scent

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The nostalgia-inducing smell of PLAY-DOH compound becomes one of few active scent trademarks in the U.S.

PAWTUCKET, R.I.--(BUSINESS WIRE)--May 18, 2018-- Today, Hasbro (NASDAQ: HAS) announces that the iconic PLAY-DOH scent, known and loved by fans around the world, is officially recognized by the United States Patent and Trademark Office as a registered trademark of the brand. The trademarked scent, which Hasbro formally describes as a unique scent formed through the combination of a sweet, slightly musky, vanilla-like fragrance, with slight overtones of cherry, and the natural smell of a salted, wheat-based dough, makes the PLAY-DOH brand one of the few active and certainly most famous scent trademarks in the country.

Since the PLAY-DOH brand's inception in 1956, the distinctive smell has consistently served as a hallmark of the brand, and after more than six decades providing children with a source of imaginative and creative play, the scent has become increasingly recognizable among children, parents and grandparents alike. Throughout its history, the "recipe" for PLAY-DOH compound has remained largely unchanged, ensuring the scent fans smell when opening a can of PLAY-DOH compound, is the same scent many grew up with and now enjoy alongside their own children or grandchildren.

"The scent of PLAY-DOH compound has always been synonymous with childhood and fun," said Jonathan Berkowitz, senior vice president of Global Marketing for the PLAY-DOH brand. "By officially trademarking the iconic scent, we are able to protect an invaluable point of connection between the brand and fans for years to come."

Join Hasbro in celebrating the PLAY-DOH brand's newly registered scent by sharing which favorite childhood memories the smell of PLAY-DOH evokes for you using #PLAYDOHSCENT and be part of the conversation on Instagram (@PLAYDOH) and Facebook (Facebook.com/PLAYDOH). To learn more about the PLAY-DOH brand, visit www.PLAYDOH.com.

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About Hasbro

[Hasbro](http://www.hasbro.com) (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 5 on the 2018 100 Best Corporate Citizens list by *CR Magazine*, and has been named one of the World's Most Ethical Companies[®] by *Ethisphere Institute* for the past seven years. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro & @HasbroNews) and Instagram (@Hasbro).

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