

Hasbro Sues Competitors Over Patents

Manufacturing.net

PAWTUCKET, R.I. (AP) -- Toy maker Hasbro Inc. is suing two competitors, Buzz Bee Toys and Lanard Toys, claiming they infringed on its patent for the Nerf and Super Soaker brands, Hasbro said Wednesday.

At issue in both cases are two U.S. patents for Hasbro's Nerf N-Strike Disc Shot Blaster shooting toy. Hasbro also claims Buzz Bee Toys infringed on a patent related to its Nerf Super Soaker water toy.

Buzz Bee Toys, in Mt. Laurel, N.J., declined to comment.

Lanard Toys Inc., which is based in Hong Kong with U.S. offices in Sugar Creek, Mo., could not immediately be reached.

Hasbro said it wants both companies to stop making the toys at issue and pay unspecified monetary damages. It filed the complaints in U.S. District Court in Springfield, Mass.

"The action we have taken today is part of Hasbro's plans to vigorously pursue companies who misappropriate our intellectual property for their own profit," Wayne Charness, senior vice president of corporate communications, said in a statement.

Hasbro shares rose 49 cents to \$39.85 in midday trading.

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