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**Subject:** Re: Inventor Submission

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**From:** Sage, Phil (Phil.Sage@Hasbro.com)

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**To:** kbryant.malibu@sbcglobal.net; Janice.Alexander@hasbro.com;

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**Cc:** ellie\_shapiro@yahoo.com;

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**Date:** Friday, November 2, 2012 10:07 AM

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Wayne

When its top of mind!!! A quick intro to Kami and Ellie, both of them have extensive experience in girls toys, particularly feature/fashion dolls. Based in LA, they have worked for Spin, Mattel, MGA, Hasbro to name a few.

I have began their journey with us to focus on 3 areas, you may want to detail more

1. Baby Alive : Urgent request for \$29.99 price point, unique big TV sell-in feature, themes and/or mechnism's. 2014 : All price points, up to the ultimate "baby alive". We like to see rough models, sketches, sizzles for all
2. LPS : Animation new on the Hub, Want excitement , new surprises, low cost innovative feature's in pets, never been seen mechanisms
3. Pony : Focus on hair, materials, styling innovation .. New ways to play
4. Fashion dolls in general, a line or segment of product .. Not a item. Newest and hottest girls trends

Happy inventing!

Best

Phil

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**From:** Kami Bryant <[kbryant.malibu@sbcglobal.net](mailto:kbryant.malibu@sbcglobal.net)>  
**To:** "Sage, Phil" <[Phil.Sage@Hasbro.com](mailto:Phil.Sage@Hasbro.com)>, "Alexander, Janice" <[Janice.Alexander@hasbro.com](mailto:Janice.Alexander@hasbro.com)>  
**Cc:** 'ellie shapiro' <[ellie\\_shapiro@yahoo.com](mailto:ellie_shapiro@yahoo.com)>  
**Subject:** RE: Inventor Submission

Here's the dial-in: