



How to submit a game concept to Hasbro:

Hasbro receives many contacts and inquiries about submitting new product concepts. However, Hasbro does not accept unsolicited submissions for review. Hasbro depends on its employees, professional inventors and other organizations that they deal with on a regular basis.

The toy and game industry has had the unfortunate experience of lawsuits being filed by individuals who allege misappropriation of their ideas as a result of a company's consideration of even the most general, obvious, or derivative concepts, and Hasbro cannot assume such risks.

Hasbro does review games that are pre-screened and selected by inventor agencies or games brokers. Ronald Hofstatter's White Castle Games is an inventor agency that shows games to Hasbro on a regular basis. White Castle Games can evaluate and critique your concepts and may decide to represent your concepts to Hasbro and to other game companies around the world.

Toy and game inventor agencies are not very common in Europe. White Castle Games has established a relationship with Hasbro that creates a way for new inventors to get their very best ideas in for review. At White Castle Games, your game submissions are properly examined and evaluated. White Castle Games knows what products are on the market around the world and know what Hasbro is looking for each year. They will give you feedback about the chances for your game to be successful. If your game is selected and shown to Hasbro, you will get the appropriate feedback about that presentation.

The review and evaluation of the many new game concepts that come in to White Castle Games takes a lot of time. If your game is evaluated, you will have to pay an evaluation fee to White Castle Games as compensation for their time and for the feedback you will receive. If White Castle Games would like to represent your game to Hasbro, you will first be asked to sign a contract with White Castle Games. If your game should be accepted and manufactured by Hasbro, White Castle Games will receive a percentage of the royalties from the sales of the games as compensation for its efforts.

You can find further details concerning White Castle Games, the contract, and evaluation process at <http://www.whitecastle.at/hasbro>.

If you wish to present a concept to Hasbro, please read the White Castle web page and then send your game prototype to White Castle Games in Austria. The evaluation and professional advice will begin after WCG receives your evaluation fee. You will find the bank details at the website. Send your game concepts, with comments and rules, to the address below.

White Castle Games, Kennwort "Hasbro Spielideen", Quartier 21/MQ, Museumplatz 1, A-1070 Wien (Vienna), Austria.