

TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is effective as of the 5th day of September, 2001, by and between Sega.com, Inc., a Delaware corporation, (hereinafter referred to as "Assignor"), and Kabushiki Kaisha Sega, dba Sega Corporation, a Japanese corporation, 2-12, Haneda 1-Chome Ohta-ku , Tokyo 144-8531, Japan (hereinafter referred to as "Assignee").

WHEREAS, Assignor has adopted, used, is using and is, to the best of its knowledge and belief, the owner of the Trademark SEGANET (Application No. 76/185,311), and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights and the right to recover for past infringement worldwide (hereinafter collectively referred to as the "Trademark");

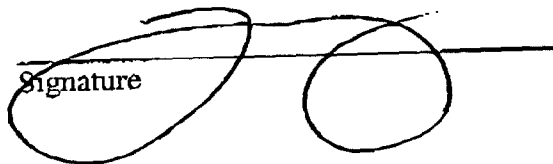
WHEREAS, Assignee is desirous of acquiring all rights, title and interest in and to the Trademark worldwide;

WHEREAS, Assignor is willing to assign to Assignee all rights, title and interest as Assignor may possess in and to the Trademark worldwide; and

WHEREAS, Assignor, through a separate agreement confirmed herein, transfers the Trademark to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor confirms that it assigns to Assignee all rights, title and interest, as Assignor may possess, in and to the Trademark worldwide, together with the goodwill symbolized by said Trademark and the above-identified application thereof. This assignment includes the right to sue and recover damages for past and future infringements of Assignor's rights in the Trademark and to bring any proceeding in the United States Patent and Trademark Office or any equivalent agency in any other country for cancellation or opposition or other proceeding in connection with said Trademark. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignor had this assignment not been made.

SEGA.COM, INC.

Signature 

Fred Hwang / CFO
Name/Title