

TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is effective as of the 29 day of AUGUST, 2002, by and between Sega of America Dreamcast, Inc., a California corporation, 650 Townsend Street, Suite 650, San Francisco, California 94103-4908 (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 owns the Trademarks JET GRIND RADIO (U.S. Application Serial No. 76/038,358), SMASH PACK (U.S. Registration No. 2,490,902) and SKIES OF ARCADIA (U.S. Registration No. 2,595,412) 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 "Trademarks");

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

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

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 Trademarks worldwide, together with the goodwill symbolized by said Trademarks and the above-identified Applications/Registrations thereof. This assignment includes the right to sue and recover damages for past and future infringements of Assignor's rights in the Trademarks 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 Trademarks. 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 OF AMERICA DREAMCAST, INC.



Signature

PETER MOORE

Name/Title PRESIDENT / COO