MLD 9-11-02



U.S. DEPARTMENT OF COMMERCE

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> Patent and Trademark Office Docket No. 028331-2000

		DOCKET NO. 028331-2000	
To the Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.			
1.	Name of Conveying party(ies):	2. Name and address of receiving party(ies):	
	Sega of America Dreamcast, Inc.		
	☐ Individual(s) ☐ Association	Name: Kabushiki Kaisha Sega, dba Sega Corporation Street Address: 2-12, Haneda 1-Chome	
	☐ General Partnership ☐ Limited Partnership	Ohta-Ku, Tokyo 144-8531	
	☑ A California Corporation ☐ Other	Japan	
Additional name(s) of conveying party(ies) attached? Yes No		☐ Individual(s) citizenship:	
3.	Nature of conveyance:	General Partnership:	
	■ Assignment	☐ Limited Partnership:	
	☐ Security Agreement ☐ Change of Name	2 Corporation	
	□ Other:	Additional name(s) & address(es) attached? ☐ Yes ☑ No	
	Execution Date: August 29, 2002	2	
4.	Application number(s) or registration number(s):	2	
		\mathcal{O} :	
	A. Trademark Application No.(s) 76/038,358	B. Registration No.(s) 2,490,902 and 2,595,412	
		B. Registration No.(s) 2,490,902 and 2,395,412	
5.	Name and address of party to whom correspondence concerning document should be mailed:	6. Total number of applications and trademark registrations involved: 3	
	Leslie C. McKnew, Esq.	7. Total fee (37 C.F.R. § 3.41): \$90	
	Brobeck, Phleger & Harrison LLP	■ Enclosed	
	Spear Street Tower	☐ Authorized to be charged to deposit account, referencing Attorney Docket: [DOCKET NUMBER]	
	One Market San Francisco, CA 94105	8. Deposit account number: <u>02-3950</u>	
The Commissioner is hereby authorized to charge any fees under 37 C.F.R. § 1.21 which may be required by this paper, or to credit any overpayment to <u>Deposit Account No. 02-3950</u> .			
DO NOT USE THIS SPACE			
9.	9. Statement and Signature.		
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.			
$\mathcal{L}_{\mathcal{L}}(\mathcal{L}_{\mathcal{L}})$			
	Name: Leslie C. McKnew	September 4, 2002	
		nature Date	
Total number of pages comprising cover sheet, attachment and document: 2			
Mail documents to be recorded with required cover sheet information to:			
Commissioner of Patents and Trademarks			
3/2002 LIMELLER 00000229 76038358 Box Assignments Washington, D.C. 20231			
C:481 40.00 OP / Washington, D.C. 20231			

TRADEMARK
REEL: 002581 FRAME: 0636

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.

RECORDED: 09/11/2002

PETER MORE

Name/Title PRESIDENT (COO

31-2640

TRADEMARK REEL: 002581 FRAME: 0637