

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Atomic Toys, LLC		06/25/2004	Limited Liability Company:

RECEIVING PARTY DATA	
Name:	Electronic Arts Inc.
Street Address:	209 Redwood Shores Parkway
City:	Redwood City
State/Country:	CALIFORNIA
Postal Code:	94065
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2779714	URBZ

CORRESPONDENCE DATA	
Fax Number:	(650)628-1422
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	650-628-1500
Email:	sgarfield@ea.com
Correspondent Name:	Sue Garfield
Address Line 1:	209 Redwood Shores Parkway
Address Line 4:	Redwood City, CALIFORNIA 94065

NAME OF SUBMITTER:	Sue Garfield
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Total Attachments: 1 source=The Urbz#page1.tif

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ASSIGNMENT

WHEREAS, Atomic Toys LLC, a limited liability company, with an address at 7848 Silverton Avenue, Suite C, San Diego, CA 92126 ("Atomic Toys") has adopted, used, and is using the mark URBZ (the "Mark") which is subject of a trademark registration with the United States Patent & Trademark Office, Registration Number 2,779,714 ("Registration"); and

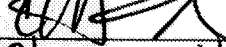
WHEREAS, Electronic Arts Inc., a Delaware corporation, with a principal place of business address at 209 Redwood Shores Parkway, Redwood City, California 94065 ("EA") desires to acquire the Mark, and the goodwill represented thereby, and the Registration therefore;

WHEREAS, the parties have executed a Trademark Purchase and Sale Agreement by which Atomic Toys agrees to assign the Mark and Registration and execute this Assignment;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Atomic Toys hereby transfers and assigns to EA all of Atomic Toys's right, title and interest in and to said Mark and Registration, along with the goodwill and business represented thereby.

IN WITNESS WHEREOF, Atomic Toys has caused this document to be executed by its authorized officer on the date indicated below.

ATOMIC TOYS L.L.C.

Signature: 
Name: Chance Roth
Title: President
Dated: June 25, 2004

URBZ TM PURCHASE AGMT:24697-1