

Form PTO-1504 1-31-92 RECORDATION FORM COVER SHEET TRADEMARKS ONLY U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy hereof.

1. Name of conveying party(ies): KABUSHIKI KAISHA DENTSU D/B/A DENTSU INC. Individual(s) Association General Partnership Limited Partnership x Corporation Japan Other Additional name(s) of conveying party(ies) attached Yes x No

2. Name and address of receiving party(ies): Name: GENEON ENTERTAINMENT K.K. Address: 1-20-6, Ebisu minami, Shibuya-ku, Tokyo, Japan Individual(s) citizenship Association General Partnership Limited Partnership x Corporation Japan Other If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes x No (Designations must be a separate document from Assignment) Additional name(s) & addresses attached? Yes x No

3. Nature of conveyance: x Assignment Merger Security Agreement Change of Name Other Execution Date: October 11, 2004

4. Application number(s) or registration number(s): A. Trademark Application No.(s) 78/299,751 78/295,237 B. Trademark Registration No.(s). Additional Numbers attached? Yes x No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: David Ehrlich Internal Address: Fross Zelnick Lehrman & Zissu, P.C. Street Address: 866 United Nations Plaza City: New York State: NY Zip: 10017 Tel: (212)813-5900; Fax: (212)813-5901

6. Total number of applications and registration involved: 2 7. Total fee (37 CFR 3.41) \$ 65.00 X Authorized to be charged to deposit account (Only if total fee is not sufficient) 8. Deposit account number: 23-0825; Docket No. - KKD - 0306831 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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. David Ehrlich Name of Person Signing Signature Date 10/13/04

Total number of pages comprising cover sheet:

2/2

**ASSIGNMENT**

**WHEREAS**, Kabushiki Kaisha Dentsu d/b/a Dentsu Inc., a corporation organized and existing under the laws of Japan, located at 1-8-1 Higashi-shimbashi, Minato-ku, Tokyo 105-7001, Japan ("Assignor"), is the owner of the following trademark applications (the "Trademarks") in the U.S. Patent and Trademark Office:

TRADEMARK	SERIAL NO.
G (Stylized)	78/299,751
GENEON	78/295,237

**and WHEREAS**, Gencon Entertainment K.K., a corporation organized and existing under the laws of Japan, located at 1-20-6, Ebisu minami, Shibuya-ku, Tokyo, Japan ("Assignee"), is desirous of acquiring the Trademarks.

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

**Kabushiki Kaisha Dentsu d/b/a Dentsu Inc.**

By: 

Name: Tateo MATAKI

Title: President CEO

Date of Signature: October 11, 2004

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