

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Maxis, Inc.		01/21/2005	CORPORATION:
RECEIVING PARTY DATA			
Name:	Robert Raffeld		
Street Address:	1560 N. Sundburg Terrace		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60610		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2466212	DADDY MAX	
Registration Number:	2389955	DADDY MAX	
Registration Number:	2340461		
CORRESPONDENCE DATA			
Fax Number:	(312)578-6666		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312.578.6689		
Email:	scott.petersen@hklaw.com		
Correspondent Name:	Scott W. Petersen		
Address Line 1:	131 S. Dearborn St., 30th Floor		
Address Line 4:	Chicago, ILLINOIS 60603		
NAME OF SUBMITTER:	/Scott W. Petersen/		
Signature:	/Scott W. Petersen/		
Date:	01/26/2005		

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Total Attachments: 1
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A S S I G N M E N T

WHEREAS, Maxis, Inc., an Illinois corporation with its principal place of business located at 9737 South Western Avenue, Chicago, IL 60643, being the owner of and having secured registrations in the United States for the following trademarks:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registered</u>
DADDY MAX	2,466,212	July 3, 2001
DADDY MAX	2,389,955	September 26, 2000
PORTRAIT OF A WELL-DRESSED BOY	2,340,461	January 18, 2000

and whereas, Robert Raffeld, an individual with his principal residence located at 1560 N. Sandburg Terr. CHGO, IL, is desirous of acquiring said trademark rights in the United States, the registrations thereof and the good will of the business associated therewith.

NOW, THEREFORE, for the good and valuable consideration of \$100.00 (One Hundred Dollars) the receipt and sufficiency of which is hereby acknowledged and confessed, Maxis, Inc. hereby sells, assigns, transfers and sets over unto Robert Raffeld the entire right, title, and interest in and to said trademarks, the trademark registrations, together with the goodwill of the business in connection with which the trademarks and registrations have been and are being used in the United States, all rights to continue said registrations, all common law rights associated therewith, together with the right to bring and maintain actions based on the trademarks.

IN WITNESS WHEREOF, Maxis, Inc. has caused this Assignment to be executed on this 21 day of JAN, ~~2004~~ 2005

ASSIGNOR:

Maxis, Inc.

Herbert Raffeld
Authorized Signature

HERBERT RAFFELD - SEC/TREAS
Printed Name and Title