

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
Kabushiki Kaisha SEGA-AM2		10/07/2005	CORPORATION: JAPAN
RECEIVING PARTY DATA			
Name:	Kabushiki Kaisha Sega		
Street Address:	2-12, Haneda 1-chome		
City:	Ohta-Ku, Tokyo 144-0043		
State/Country:	JAPAN		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76349052	THE KING OF ROUTE 66	
CORRESPONDENCE DATA			
Fax Number:	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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Email:	dsullivan@frosszelnick.com		
Correspondent Name:	David Ehrlich		
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ATTORNEY DOCKET NUMBER:	KSS-0107872		
DOMESTIC REPRESENTATIVE			
Name:			
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Address Line 3:			

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Address Line 4:

NAME OF SUBMITTER:

David Ehrlich

Signature:

/david ehrlich/

Date:

10/07/2005

Total Attachments: 1

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ASSIGNMENT

WHEREAS, Kabushiki Kaisha SEGA-AM2, a Japan Corporation, of 2-12-14 Higashi-Koujiya, Ohta-ku Tokyo 144-0033 Japan ("Assignor"), is the joint owner of the following trademark application in the United States:

<u>TRADEMARK</u>	<u>APPN. SER. NO.</u>	<u>DATE OF FILING</u>
THE KING OF ROUTE 66 & Design	76/349052	December 13, 2001

WHEREAS, Kabushiki Kaisha Sega, a Japan Corporation, located and doing business at 2-12, Haneda 1-chome, Ohta-ku Tokyo 144-0043 Japan ("Assignee"), is the other joint owner and is desirous of acquiring the entire trademark application and all associated goodwill in said trademark;

NOW, THEREFORE, for good and valuable consideration, Assignor hereby assigns to Assignee all right, title and interest in and to said trademark and the above-named application therefor, together with the goodwill of the business symbolized by said trademark, and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said trademark.

Kabushiki Kaisha SEGA-AM2

By: Kiyotaka Kunihira
(Signature)

Name: Kiyotaka Kunihira
(Printed or typed)

Title: Representative Director

Date: Oct. 7, 2005

InDate: 10/07/2005 10:04 THE KING OF ROUTE 66 & Design Assignment In.DOC