

10/17/05

RECORD

10-19-2005

Docket No.:

EB/E-2023

TRADEMARKS /



Tab settings

103102691

documents or copy thereof.

1. Name of conveying party(ies):
The Electronic Boutique, Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State **Corporation - Pennsylvania**
 Other

Additional names(s) of conveying party(ies) Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: **October 11, 2005**

2. Name and address of receiving party(ies):

Name: **Elbo Inc.**
Internal Address: **103 Foulk Road**
Street Address: **Suite 200**
City: **Wilmington** State: **DE** ZIP: **19805**

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State **Delaware**
 Other

If assignee is not domiciled in the United States, a domestic designation is Yes N
(Designations must be a separate document from
Additional name(s) & address(es) Yes N

4. Application number(s) or registration numbers(s):

A. Trademark / Service Mark Application No.(s)
2,538,744

OCT 17 2005

Additional numbers Yes No

B. Trademark / Service Mark Registration No.(s)

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: **JOHN F.A. EARLEY III**
Internal Address: **Harding, Farley, Follmer & Frailey**
86 The Commons at Valley Forge East
P.O. Box 750
Street Address: **1288 Valley Forge Road**
City: **Valley Forge** State: **PA** ZIP: **19482-0750**

6. Total number of applications and registrations involved: **1**

10/18/2005 MUELLER 00000114 2538744

7. Total fee (37 CFR 3.41): **400.00**

Enclosed
any additional fees are
 Authorized to be charged to deposit account

8. Deposit account number: **05-0208**

Certificate of mailing
I hereby certify that these papers are being deposited with the U.S. Postal Service with sufficient postage as first class mail on 10/11/05 addressed to the address set out below, **John F.A. Earley III**
John F.A. Earley III
Reg. No. 31,350

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.

JOHN F.A. EARLEY III
Name of Person Signing

John F.A. Earley III
Signature

October 11, 2005
Date

Total number of pages including cover sheet, attachments, and **2**

Mail documents to be recorded with required cover sheet information to: Mail Stop Recordation Services Director of the United States Patent and Trademark Office P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK REEL: 003236 FRAME: 0654

SERVICE MARK ASSIGNMENT

The Electronics Boutique, Inc., a Pennsylvania corporation, having an address at 931 South Matlack Street, West Chester, PA 19382, for good and valuable consideration, receipt of which is hereby acknowledged, intending to be legally bound, hereby sells, assigns, and transfers unto Elbo Inc., a Delaware corporation having an address at 103 Foulk Road, Suite 200, Wilmington, Delaware 19805, the entire right, title, and interest in and to the mark GAME WORLD for retail video game stores, together with the good will of the business symbolized by said mark, together with U.S. Service Mark Registration No. 2,538,744 therefor, and together with all claims for past infringement of said mark and sums that may be recovered for past infringement thereof.

The Electronics Boutique, Inc.

By: James A. Smith
James A. Smith, Vice President

Date: 10-11-05