

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dream Stage Entertainment, Inc.		05/24/2007	Joint Stock Corporation: JAPAN

RECEIVING PARTY DATA	
Name:	Pride FC Worldwide Holdings, LLC (f/k/a Ando Holdings, LLC)
Street Address:	2960 W. Sahara Avenue
Internal Address:	Suite 200
City:	Las Vegas
State/Country:	NEVADA
Postal Code:	89102
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 18

Property Type	Number	Word Mark
Registration Number:	3002172	PRIDE
Registration Number:	2976473	PRIDE
Registration Number:	2821468	PRIDE
Registration Number:	2725045	PRIDE FIGHTING CHAMPIONSHIPS
Registration Number:	2747897	PRIDE FIGHTING CHAMPIONSHIPS
Registration Number:	3211131	CRITICAL COUNTDOWN
Registration Number:	3176185	PRIDE FC FIGHTING CHAMPIONSHIPS
Registration Number:	3211130	TOTAL ELIMINATION
Serial Number:	78605530	PRIDE
Serial Number:	76050590	PRIDE
Serial Number:	76050574	PRIDE
Serial Number:	76050571	PRIDE
Serial Number:	76148587	PRIDE FIGHTING CHAMPIONSHIPS

CH \$465.00 3002172

Serial Number:	78864254	FINAL CONFLICT
Serial Number:	76148590	PRIDE FIGHTING CHAMPIONSHIPS NEW BLOOD
Serial Number:	78864263	SHOCKWAVE
Serial Number:	78938871	THE REAL DEAL
Serial Number:	77073561	THE SECOND COMING

CORRESPONDENCE DATA

Fax Number: (212)822-5423

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 212-530-5000

Email: jnici@milbank.com

Correspondent Name: Milbank, Tweed, Hadley & McCloy LLP

Address Line 1: One Chase Manhattan Plaza

Address Line 2: Rm. 4640

Address Line 4: New York, NEW YORK 10005

ATTORNEY DOCKET NUMBER:	36784-06800
NAME OF SUBMITTER:	Janis Nici
Signature:	/janis nici/
Date:	07/03/2007

Total Attachments: 20

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made and effective the 24th day of May, 2007 by and between DREAM STAGE ENTERTAINMENT, INC., a joint stock corporation organized under the laws of Japan (the "Assignor") and PRIDE FC WORLDWIDE HOLDINGS, LLC (formerly known as ANDO HOLDINGS, LLC), a Delaware limited liability company (the "Assignee").

WHEREAS, pursuant to Section 1.5(a)(ii) of that certain Asset Purchase Agreement, dated April 18, 2007 by and between Assignee, Assignor, PRIDE FC Worldwide, GK, PRIDE FC Worldwide, LLC, Nobuyuki Sakakibara, Ubon, Inc. and Dream Stage Holdings, Inc. (the "Asset Purchase Agreement"), Assignor wishes to convey to Assignee any and all of Assignor's rights in and to the trademarks listed in Schedule A to this Assignment (hereinafter such names, trade dress, trademarks, service marks, applications and registrations are referenced collectively as the "Marks").

WHEREAS, the Assignee wishes to acquire all of Assignor's right, title and interest in and to the Marks and all goodwill associated therewith.

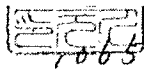
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns to the Assignee, any and all of Assignor's rights, title and interest in and to the Marks together with the goodwill of the business symbolized by the Marks and with any and all of Assignor's right to all causes of action for past infringement of the Marks including the right to recover for damages and profits and all other remedies for past infringements thereof. With respect to the U.S. trademark applications listed on Schedule A which are based on intent to use, Assignor is assigning the Marks as part of the entire business to which the Marks pertain as required by §15 U.S.C. 1060.

The Assignor and Assignee have agreed to execute all further documents that may be reasonably required to effect recordation of this Assignment in the name of Assignee at the applicable governmental trademark office.

IN WITNESS WHEREOF, the parties hereto have executed the signature page to this Assignment as of the day and year first above written.



平成19年登簿第



号

認 証

囑託人 株式会社ドリームステージエンターテインメント（本店 東京都港区北青山3丁目12番9号）代表清算人 榑原信行 は、本公証人の
面前で添付証書に署名した。

よって、これを認証する。

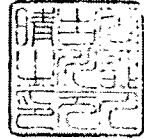
平成19年 5 月 25 日、本公証人役場において

東京都千代田区麴町5丁目2番地1

東京法務局所属

公 証 人
Notary

Handwritten signature of Motoharu Furukawa



MOTOHARU FURUKAWA

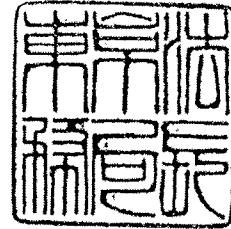
証 明

上記署名は、東京法務局所属公証人の署名に相違ないものであり、かつ、その押印は、
真実のものであることを証明する。

平成19年 5 月 25 日

東京法務局長

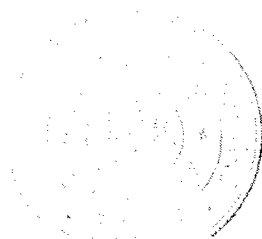
戸 田 信 久



APOSTILLE

(Convention de La Haye du 5 octobre 1961)

- 1. Country: JAPAN
This public document
- 2. has been signed by MOTOHARU FURUKAWA
- 3. acting in the capacity of Notary of the Tokyo Legal Affairs Bureau
- 4. bears the seal/stamp of MOTOHARU FURUKAWA, Notary
Certified
- 5. at Tokyo
- 6. 25th May, 2007
- 7. by the Ministry of Foreign Affairs
- 8. 07- NO 015607
- 9. Seal/stamp:
- 10. Signature



Handwritten signature of Kazutoyo Oyabe

Kazutoyo OYABE


For the Minister for Foreign Affairs

TRADEMARK

REEL: 003573 FRAME: 0706

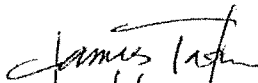
PRIDE

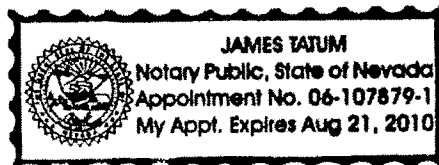
Assignee: PRIDE FC WORLDWIDE
HOLDINGS, LLC

By: 
Name: Kirk D. Hendrick
Title: Chief Operating Officer

NOTARIZATION:

Subscribed and sworn to before me this 25th day of May, 2007.


Notary



Schedule A

LA 1. # 6 3 4 7 8 2 2

TRADEMARK
REEL: 003573 FRAME: 0708

Registered Trademarks Japan

Registration

Registration

Number

Class

Expiration

Mark	Filing/Application Date	Registration Number	Registration Date	Serial Number (Int'l Reg.)	Class	Expiration Date
PRIDE PRIX		44474753	6/12/01		8	2/1/11
PRIDE		4490456	2/23/00		6	1/1/11
PRIDE		4505270	2/8/01		9	2/12/11
PRIDE		4520770	3/20/01		9	3/12/01
PRIDE GRAN DRIX		45204462	9/18/2001		2	9/18/01
BUHIDO		45287242	14/1/01		2	14/1/01
BUHIDO		4544341	22/2/2002		41	2/2/012
PRIDE		4562987	26/4/2002		16	26/4/2012

Mark	Figuring/Approximation	Registration Number	Registration Date	Supplies (per Reg. No.)	Classes	Expiration
12		4104	1/10/20	1	4	1/10/02
1		me3.4 6s iv	16/8/2004			16/08/2014
13		(Dante Bank) 461st In reg 5 (21)	5/10/00		03 28,9,16,80	5/10/20
14		4639 534	2/22/03		04,9,30,32,24,25 2,16,20,24	24/02/13
15		4654 536	2/23/03		09 16,20,25,41	2/23/15
16		4754 288	5/3/2004		6	5/12/14
17		4752 489	5/3/2004		20	5/3/2014
18		4754 290	5/3/2004		21	5/3/2014





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Mark	Registration No.	Applicant's Name	Registration Date	Class	Expiry Date
9	47 58 21	(Standard letters)	3/2004	9, 14, 8, 21, 28, 29, 3, 36	3/4/2014
2	47 578 1		3/2004	9	3/4/2014
2	47 66 854		4/2004	4	3/4/2014
2	47 66 855		4/3004	18	3/4/2014
2	47 66 856		4/3004	24	3/4/2014
2	47 66 857		4/3004	25	3/4/2014

Mark	Filing/ Application Date	Registration Number	Duration	Serial Number (Int'l Reg. No.)	Class	Expiration Date
		477 072	15/2004		3	15/2004
		477 067	15/2004		3	15/2004
鐘 龜 歌 レ イ エ ム		477 282	15/2004	24 54 68 2 2 1, 9, 21 80 2 2 1, 9, 29, 8, 20 6 2 2 4, 3, 25, 41	14 0 32 2 2 4, 41, 4 2	2/21 15/2004
		477 303	15/2004		25	15/2004
		477 179	28/2004		39	28/2004
		477 180	28/2004		36	28/2004

Mark	Registration Date	Registration Number	Registration Date	Registration Number	Class	Expiry Date
3		7511	2/8/2004		2	5/01/2014
34		7818	5/12/2004		4, 8	2/8/2014
35		7818	2/6/2004		2, 3, 21, 34	6/01/2014
6		784	2/5/2004		3	2/5/2014
37		789	9/17/2004		2, 4, 25	9/1/2014
38		793	6/2/2004		2, 9, 30	6/7/2014
39		803	9/2/2004		0, 09	6/8/2014
40		804	17/10/2004		2, 24, 12, 10, 6, 18, 20, 9, 4, 25, 3, 3, 2, 3, 5, 3, 8, 3, 1	7/9/2014
41		809	12/1/2004		1, 1, 6, 18, 20, 21, 2, 4, 29, 32, 3, 41	2/11/2014

Mark	Description	Filing/Registration Date	Registration Number	Priority Date	Serial Number	Class	Expiry Date
4	天下 (Standard Characters)		488915	19/04		3	9/12/04
3	天下一 (Standard Characters)		487718	17/02		3, 5, 14, 16, 18, 29, 30, 32	7/12/04
44	天下一 (Standard Characters)		4838611	10/05		4	10/22/05
4	天下一 (Standard Characters)		483862	10/05		2	10/22/05
5	天下一 (Standard Characters)		4855603	8/05		2	8/4/05
4	天下一 (Standard Characters)		4855604	8/05		3	8/4/05

Mark	Filing/Application Date	Registration Number	Registration Date	Serial Number / (Int'l Reg. No.)	Class	Expiration Date
48 		4855821	8/4/2005		14, 18, 25	8/4/2015
49 		4918199	22/12/2005		29, 30, 43	22/12/2015
50 		4920795	13/1/2006		31	13/1/2016
51 BUSHI-DO 武士道		4933764	3/3/2006		09, 14, 18, 24, 25, 28, 29, 32, 41	3/3/2016
52 武士道 (standard letters)		4937674	17/3/2006		41	17/3/2016
53 		4948954	28/4/2006		36	28/4/2016

Mark	Filing/ Application Date	Registration Number	Registration Date	Serial Number / (Int'l Reg. No.)	Class	Expiration Date
54 KING (standard letters)		4963132	23/6/2006		09, 14, 18, 25, 41	23/6/2016
55 PRIDE (standard letters)		4975568	4/8/2006		41	4/8/2016
56 プライド (standard letters)		4975569	4/8/2006		41	4/8/2016
57 SADAME (standard letters)		4975570	4/8/2006		41	4/8/2016
58 ITADAKI (standard letters)		4975571	4/8/2006		41	4/8/2016
59 陽海山		4980308	18/8/2006		09, 24, 25, 41	18/8/2016
60 PRIDE GP		4989848	22/9/2006		14, 18, 25, 26, 28, 30	22/9/2016
61 PRIDE FC FIGHTING CHAMPIONSHIPS		5005710	24/11/2006		09, 14	24/11/2011
62 HI PRIDE OFFICIAL FAN CLUB		5011199	15/12/2006		09, 28, 35, 36, 41	15/12/2011



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P	E	RI	Date	Units	Registrations	Renewals	Severals	IC	Status
1	PRIDE	05/12/00	30,6473	2,76473	07/20/05	00009	IC 09,25,41		
2	PRIDE	05/12/00	8,1468	2	03/02/04	00052			
3	PRIDE	10/12/00	2	2	09/00	7650			
4	PRIDE	10/12/00	7,5045	74,8797	06/02/03	76,48588			
5	PRIDE	10/12/00	2,2	2	08/02/00	8864586			
6	PRIDE	04/12/00	2,1135	2,1135	05/00	1			
7	PRIDE	04/09/00	31,1	76,8	02/20/07	78605257			
8	PRIDE	02/02/00	3,2029	3,2029	01/28/06	7900230			
9	PRIDE	04/18/2006	3,1320	3,1320	02/07	79011898			
10	PRIDE	04/18/2006	321113	321113	07/20/07	78864249			

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2	BU S	at	1	8	6	05/12/05	1	4	1, 1, 1, 2, 2, 4	trial
3	BU S	at	1	8	6	05/12/05	1	4	1, 1, 1, 2, 2, 4	trial
4	BU S	at	1	8	6	05/12/05	1	4	1, 1, 1, 2, 2, 4	trial
5	BU S	at	1	8	6	05/12/05	1	4	1, 1, 1, 2, 2, 4	trial
6	BU S	at	1	8	6	05/12/05	1	4	1, 1, 1, 2, 2, 4	trial
7	BU S	at	1	8	6	05/12/05	1	4	1, 1, 1, 2, 2, 4	trial
8	BU S	at	1	8	6	05/12/05	1	4	1, 1, 1, 2, 2, 4	trial
9	BU S	at	1	8	6	05/12/05	1	4	1, 1, 1, 2, 2, 4	trial
10	BU S	at	1	8	6	05/12/05	1	4	1, 1, 1, 2, 2, 4	trial




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10			4 0 7 12 2 0			2007-3 5 1 9	09, 6 28, 41 24, 25,		
11			05 2 0 10 4 0 7			2007-3 5 2 13	09, 6 28, 41 24, 25,		
12	PRIDE WORLDWIDE		05 2 0 10 4 0 7			2007-3 3 3 2 4	09, 6 28, 41 24, 25,		

9

Trademark Applications / Other Trademark Filings - United States

Mark	Filing/Application Date	Serial Number / (Int'l Reg. No.)	Registration Date	Application Number	Class	Status
	04/09/2005	832925		78605530	IC 025, US 022, 039	Suspended
	05/16/2000	832925		76050590	IC 041, US 100, 101, 107	Active
PRIDE	05/16/2000			76050574	IC 028, US 022, 023, 038, 050.	Suspended
	05/16/2000	832925		76050571	IC 028, US 022, 023, 038, 050	Suspended
						
PRIDE FIGHTING CHAMPIONSHIPS	10/16/2000			76148587	IC 028, US 022, 023, 038, 050	Suspended
FINAL CONFLICT	02/20/2004			78864254		Active
BUSHIDO				79012255		Active
PRIDE FC FIGHTING CHAMPIONSHIPS NEW BLOOD (+design)	10/16/2000			76148589	IC 09	Abandoned
PRIDE FC FIGHTING CHAMPIONSHIPS NEW BLOOD (+design)	10/16/2000			76148590	IC 28	Abandoned
PRIDE FC FIGHTING CHAMPIONSHIPS NEW BLOOD (+design)	10/16/2000			7614591	IC 41	Abandoned
SHOCK WAVE	04/18/2006			78864263	IC 09, 25, 41	Active

12	THE REAL DEAL	07/27/2006			78938871	IC 41	Active
13	THE SECOND COMING	12/26/2006			77073561	IC 09, 41	Active

LAI#6347822V4

Trademark Applications / Other Trademark Filings - Other Countries

Mark	Filing/Application Date	Application Number	Serial Number / (Int'l Reg. No.)	Class	Country	Status
1 武士道 BUSHIDO	05/17/2004	1069046	853777	25	Australia	Under review (Due 4/2007)
2 PRIDE	08/28/2001	823811859		IC 09	Brazil	Suspended
3 PRIDE	08/28/2001	823811840		IC 41	Brazil	Suspended
4 PRIDE			823925	9,14,16,20,24,41	China	Rejected
5 PRIDE	11/2006	3379914	-	9,25,41	European Union	Protested; under review
6 PRIDE (design)		003380871			European Union	
7 Bushido		0906389			European Union	
8 PRIDE	02/21/2005	2005-7227	-	18,25	Korea	Cancelled due to non-use
9 PRIDE FC/ FIGHTING CHAMPIONSHIPS	02/21/2005	2005-7229	-	18,25	Korea	Cancelled due to non-use
10 PRIDE			823925	9,14,16,20,24,41	Russian Federation	Under review
11 PRIDE			823925	9,14,16,20,24,41	Switzerland	Under review