

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
MFORMA HOLDINGS, LTD. CORPORATION		05/28/2008	CORPORATION: IRELAND
RECEIVING PARTY DATA			
Name:	Electronic Arts Inc.		
Street Address:	209 Redwood Shores Parkway		
City:	Redwood City		
State/Country:	CALIFORNIA		
Postal Code:	94065		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78670134	MOGAME	
CORRESPONDENCE DATA			
Fax Number:	(650)938-5200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(650) 988-8500		
Email:	trademarks@fenwick.com		
Correspondent Name:	Linda G. Henry		
Address Line 1:	801 California Street		
Address Line 2:	Silicon Valley Center		
Address Line 4:	Mountain View, CALIFORNIA 94041		
ATTORNEY DOCKET NUMBER:	11253-070 MOGAME		
NAME OF SUBMITTER:	Linda G. Henry		
Signature:	/Linda G. Henry/		

CH \$40.00 78670134

Date:

08/11/2008

Total Attachments: 5

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "*Assignment*") is made and entered into as of May 28, 2008, by and among Hands-On Mobile Americas, Inc., a California Corporation ("*Assignor California*") and having its principal place of business at 580 California Street, Suite 600, San Francisco, CA 94104 USA, Mforma Holdings Ltd., an Ireland corporation and wholly-owned subsidiary of Assignor U.S. ("*Assignor Ireland*"), and Electronic Arts Inc., a Delaware corporation and having its principal place of business at 209 Redwood Shores Parkway, Redwood City, CA 94065 USA ("*Assignee*").

RECITALS

A. Pursuant to that certain Asset Purchase Agreement (the "*Asset Purchase Agreement*"), dated April 22, 2008, by and among Assignee, EA International (Studio and Publishing) Ltd., a Bermuda corporation and wholly-owned subsidiary of Assignee ("*Acquiror International*"), Electronic Arts Korea Yuhan Hoeyasa, a Republic of Korea corporation and wholly-owned subsidiary of Assignee ("*Acquiror Korea*"), Hands-On Mobile Inc., a Washington Corporation ("*Assignor U.S.*"), Assignor California, Assignor Ireland and Hands-On Mobile Korea Co. Ltd., a Republic of Korea corporation and wholly-owned subsidiary of Assignor Ireland ("*Assignor Korea*" and together with Assignor U.S., Assignor California and Assignor Ireland, the "*Assignors*") Assignors are providing for the acquisition by Acquiror Korea of substantially all of the assets of Assignor Korea (other than Assignor Korea's Intellectual Property (as defined in the Asset Purchase Agreement) assets and any tangible medium and other tangible embodiments of Assignor Korea's Intellectual Property assets), upon the terms and conditions set forth in the Asset Purchase Agreement.

B. Pursuant to that certain Intellectual Property Agreement (the "*Intellectual Property Transfer Agreement*"), dated April 22, 2008, by and among Assignors and Assignee, Assignors are providing for the acquisition by Assignee of certain Intellectual Property (as defined in the Intellectual Property Transfer Agreement) (including all copies in a tangible medium and other tangible embodiments of such Intellectual Property) described therein (the "*Purchased IP Assets*"), upon the terms and conditions set forth in the Intellectual Property Transfer Agreement.

C. Pursuant to that certain International License Agreement (the "*International License Agreement*"), dated April 22, 2008, by and among Sellers and Acquiror International, Assignors are providing a license to Acquiror International to exploit the Purchased IP Assets, upon the terms and conditions set forth in the International License Agreement.

D. Pursuant to Section 1.4(b)(ix) of the Asset Purchase Agreement and Section 1.4(b)(vi) of the Intellectual Property Agreement, Assignor California and Assignor Ireland desire to assign, transfer, convey and deliver to Assignee, and Assignee desires to receive and accept, all of Assignor California's and Assignor Ireland's trade names, trademarks, and service marks, and all common law rights, applications and registrations thereof worldwide, together with any and all the goodwill associated with and symbolized by same, including without limitation, those that are set forth on Schedule A attached hereto (collectively, the "*Assigned Trademarks*").

AGREEMENT

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. Assignor California and Assignor Ireland hereby assign, transfer, convey and deliver to Assignee for itself and its successors, transferees and assignees all of Assignor California's and Assignor Ireland's rights, titles and interests in, to and under the Assigned Trademarks, including without limitation, all common law rights, applications and registrations thereof worldwide, if any, together with any and all the goodwill associated with and symbolized by the Assigned Trademarks.

2. Assignor California and Assignor Ireland agree to execute and deliver such other documents and to take all such other actions that the Assignee, its successors and/or assigns may reasonably request to effect the terms of this Assignment, and to execute and deliver any and all affidavits, testimonies, declarations, oaths, samples, exhibits, specimens and other documentation as may be reasonably required to effect the terms of this Assignment and its recordation in all relevant trademark offices.

3. Without limiting or amending Assignor California's and Assignor Ireland's representations and warranties made in the Asset Purchase Agreement, Intellectual Property Transfer Agreement and International License Agreement, Assignor California and Assignor Ireland represent that Assignor California and Assignor Ireland have the rights, titles and interests in, to and under the Assigned Trademarks to assign, transfer, convey and deliver such Assigned Trademarks as set forth herein, and covenant with Assignee that Assignor California and Assignor Ireland have not made and will not hereafter make any assignment, grant, mortgage, license or other agreement affecting the rights, titles and interests herein assigned, transferred, conveyed and delivered.

4. This Assignment will be governed by, and construed in accordance with the laws of the State of Delaware without reference to such state's principles of conflicts of law.

5. This Assignment may be executed in several counterparts, each of which will constitute an original and all of which, when taken together, will constitute one agreement.

[REMAINDER OF PAGE LEFT INTENTIONALLY BLANK]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Trademark Assignment to be executed and delivered as of the date first written above.

MFORMA HOLDINGS LTD.

By: David Alan White

Name: DAVID ALAN WHITE

Title: DIRECTOR

HANDS-ON MOBILE AMERICAS INC.

By: David Alan White

Name: DAVID ALAN WHITE

Title: CEO & DIRECTOR

STATE OF CALIFORNIA

COUNTY OF SAN FRANCISCO

On May 26, 2008 before me, Jacqueline Tam, Notary Public, personally appeared DAVID ALAN WHITE, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

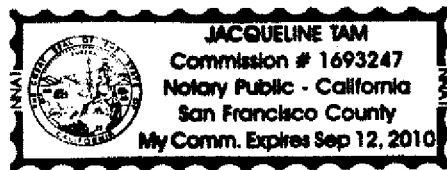
I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: Jacqueline Tam




(seal)



[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

ACKNOWLEDGED AND AGREED TO BY:

ELECTRONIC ARTS INC.

By: 

Name: Stephen G. Bene

Title: SVP, General Counsel & Corporate Secretary

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

SCHEDULE A

Assigned Trademarks

The jurisdiction for each of the following registrations is the Republic of Korea.

Registration number	Registration date	Content
45-0018615	1/12/2007	Hero's Lore Logo
45-0018616	1/12/2007	Hero's Lore Text
45-0013089	7/13/2005	MOGAME Logo
45-0015528	3/20/2006	MOGAME Text
45-0015515	3/17/2006	부동산타이쿤 [Korean for "real estate tycoon"]
<u>45-0013707</u>	9/15/2005	익스트림스케이트보드 [Korean for "extreme skateboard"]
45-0013706	9/15/2005	Extreme Skateboard

The jurisdiction for each of the following registrations is the United States of America.

Registration number	Filing/Registration date	Title
(Ser. No. 77/229,040) Classes 9, 38 and 41	7/16/2007	Heroes Lore
Ser. No. 77/311,225 Classes 9, 38 and 41	10/23/2007	Sushi Mania
Ser No 78/670,134 Classes 9, 41 and 42	7/14/2005	Mogame