

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
Vivendi Games Europe, S.A.		10/10/2008	Societe Anonyme: FRANCE
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: 2			
Property Type	Number	Word Mark	
Registration Number:	3422467	SURVIVING HIGH SCHOOL	
Registration Number:	3422469	SURVIVING HOLLYWOOD	
CORRESPONDENCE DATA			
Fax Number:	(650)493-6811		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	650-493-9300		
Email:	trademarks@wsgr.com		
Correspondent Name:	Wilson Sonsini Goodrich & Rosati		
Address Line 1:	650 Page Mill Road		
Address Line 4:	Palo Alto, CALIFORNIA 94063		
ATTORNEY DOCKET NUMBER:	35888-009/JW		
NAME OF SUBMITTER:	Matthew J. Kuykendall		
Signature:	/Matthew J. Kuykendall/		
Date:	12/02/2008		

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Total Attachments: 4
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ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS (this "Assignment") is executed, acknowledged and delivered by Vivendi Games Europe, S.A. (the "Assignor"), in accordance with and pursuant to the terms and conditions of the Asset Purchase Agreement, dated as of October 10, 2008 (the "Asset Purchase Agreement") by and among Activision Blizzard Inc., a Delaware corporation, and Vivendi Games, Inc., a Delaware corporation and a wholly owned subsidiary of Activision Blizzard Inc., as the Sellers, and Electronic Arts Inc., a Delaware corporation (the "Assignee"), as Buyer. Capitalized terms used herein and not expressly defined shall have the meaning ascribed to such terms in the Asset Purchase Agreement.

WHEREAS, the Assignor has adopted, used and is using certain marks registered in the United States Patent and Trademark Office (as set forth in Schedule 1 hereto and incorporated herein by reference, the "Assigned Marks") and is the owner of the registration and application for registration in the United States Patent and Trademark Office (as set forth in Schedule 1 hereto and incorporated herein by reference, the "Trademark Registrations"); and

WHEREAS, the Assignee desires to acquire all right, title and interest of the Assignor in, to and under the Assigned Marks and the associated Trademark Registrations and the goodwill with which each such Assigned Marks is associated and which is symbolized by the Assigned Marks and the Trademark Registrations.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby sell, assign, transfer and convey to the Assignee, and the Assignee hereby accepts, all right, title and interest of the Assignor (i) in, to and under the Assigned Marks and the Trademark Registrations together with the goodwill of the business symbolized by the Assigned Marks and Trademark Registrations, throughout the world; (ii) to apply in any and all countries in the world any registration and application for registration for the Assigned Marks and Trademark Registrations, with full benefit of priority therein as may now or hereafter be granted to it by law, treaty or other international convention; and (iii) in and to causes of action and enforcement rights for the Assigned Marks and Trademark Registrations including all rights to pursue damages, injunctive relief and other remedies for past and future infringement of the Assigned Marks and Trademark Registrations.

Notwithstanding anything to the contrary herein, the Assignor is executing and delivering this Assignment in accordance with and subject to all of the terms and provisions of the Asset Purchase Agreement. In the event of any inconsistencies between the terms of this Assignment and those of the Asset Purchase Agreement, the terms of the Asset Purchase Agreement shall be controlling.

This Assignment shall be binding upon and shall inure to the benefit of the parties and their respective successors and assigns.

This Assignment shall be governed by, and construed in accordance with, the laws of the United States in respect to patent issues and in all other respects by the laws of the State of California, without giving effect to the conflict of laws rules thereof.

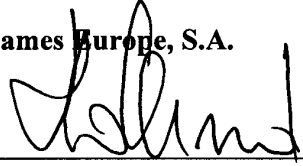


IN WITNESS WHEREOF, the Assignor has caused this Assignment to be executed as of this 10 day of October, 2008.

ASSIGNOR:

Vivendi Games Europe, S.A.

By:



Name: Jean-Francois Grollemund
Title: Chief Executive Officer

STATE OF CALIFORNIA)
)ss.
COUNTY OF _____)

Before me this ___ day of October, 2008 personally appeared: _____,
to me known to be the person who is described in and who executed the foregoing assignment
instrument and acknowledged to me that he/she executed the same his/her own free will for the
purpose therein expressed.

Witness my hand and official seal.

Notary Public

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of Los Angeles }

On Oct. 10, 2008 before me Debra L. Dynabursky, Notary Public

personally appeared Jean-Francois Grotheimund

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 [Handwritten Signature]
Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Assignment of Trademarks

Document Date: October 10, 2008 Number of Pages: 3

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: Jean-Francois Grotheimund Signer's Name: _____

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____



- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____



Signer Is Representing: Vivend Games
Evolve, S.A.

Signer Is Representing: _____

Schedule 1

TRADEMARKS

U.S. Trademarks

Mark	Reg. No.
Surviving High School	3422467
Surviving Hollywood	3422469

