

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kabushiki Kaisha Bandai		10/20/2008	CORPORATION: JAPAN
RECEIVING PARTY DATA			
Name:	WiZ CO., Ltd.		
Street Address:	3/F Sumitomo Fudosan Hamacho Bldg,		
Internal Address:	3-42-3 Nihonbashi-hamacho		
City:	Chuo-ku, Tokyo		
State/Country:	JAPAN		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2185003	TAMAGOTCHI	
CORRESPONDENCE DATA			
Fax Number:	(714)816-6705		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	714 816-9764		
Email:	nishimotoc@bandai.com		
Correspondent Name:	Cynthia Nishimoto		
Address Line 1:	5551 Katella Avenue		
Address Line 4:	Cypress, CALIFORNIA 90630		
ATTORNEY DOCKET NUMBER:	1/20/09 TAMAGOTCHI (IC30)		
DOMESTIC REPRESENTATIVE			
Name:	Cynthia Nishimoto		
Address Line 1:	5551 Katella Avenue		
Address Line 4:	Cypress, CALIFORNIA 90630		

OP \$40.00 2185003

NAME OF SUBMITTER:	Cynthia Nishimoto
Signature:	/cynthia nishimoto/
Date:	01/20/2009
Total Attachments: 1 source=Trademark Assignment (Tamagotchi) fullex#page1.tif	

ASSIGNMENT OF UNITED STATES TRADEMARK

THIS ASSIGNMENT is made effective as of October 20, 2008, by **KABUSHIKI KAISHA BANDAI (a.k.a. BANDAI CO., LTD.)** ("Owner"), a Japanese corporation, at the address of 1-4-8 Komagata, Taito-ku, Tokyo 111-8081, Japan and **WIZ CO., LTD.** ("Partial Assignee"), a Japanese company, at the address of 3/F Sumitomo Fudosan Hamacho Bldg., 3-42-3 Nihonbashi-hamacho, Chuo-ku, Tokyo, Japan.

For good and valuable consideration received and hereby acknowledged, Owner hereby conveys to Partial Assignee, and Partial Assignee hereby accepts, Fifty Percent (50%) partial ownership of the entire rights, title and interest which Owner may have, including all accrued rights of action, associated good will, the right to sue for past and/or future infringement, the right to renew any registration, the right to file cancellation in any country in the world and any and all other rights associated with the following U.S. trademark registration:

"TAMAGOTCHI" in international class (Registration No. 2,185,003)
Goods: Candy

Owner shall cooperate and assist Partial Assignee to the extent necessary in the procurement of any protection of Partial Assignee's rights and the protection and defense of the same.

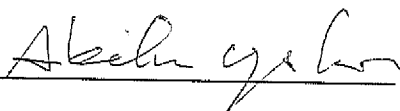
Owner herein represents that it will never seek to invalidate or in any way attack or undermine the above-mentioned trademark registration or any of its attendant rights, nor shall Owner in any way assist or cooperate with another entity in such an effort, unless such assistance or cooperation is required by law.

This Assignment shall be governed by and construed in accordance with the laws of Japan. Both parties agree to submit to the exclusive jurisdiction of the Tokyo District Court of Japan.

KABUSHIKI KAISHA BANDAI

WIZ CO., LTD.

By: 

By: 

Name: Kenichi OSONOE

Name: Akihiro YOKOI

Title: General Manager,
Legal & IP Department

Title: President and CEO