

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
Sierra Entertainment, Inc.		01/28/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Activision Publishing, Inc.		
Street Address:	3100 Ocean Park Boulevard		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90405		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77081421	PROTOTYPE	
CORRESPONDENCE DATA			
Fax Number:	(310)255-2152		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	310-255-2000		
Email:	tm@activision.com		
Correspondent Name:	Mary Tuck		
Address Line 1:	3100 Ocean Park Boulevard		
Address Line 4:	Santa Monica, CALIFORNIA 90405		
ATTORNEY DOCKET NUMBER:	PROT-01-US-01		
NAME OF SUBMITTER:	Mary Tuck		
Signature:	/Mary Tuck/		
Date:	01/29/2009		

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TRADEMARK
REEL: 003926 FRAME: 0075

Total Attachments: 2

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TRADEMARK

REEL: 003926 FRAME: 0076

TRADEMARK ASSIGNMENT

WHEREAS Sierra Entertainment, Inc. ("Sierra") a Delaware corporation having its address at 6060 Center Drive, Los Angeles, CA 90045, is the owner of the trademarks reflected in the attached Exhibit A ("the Trademarks");

WHEREAS, Activision Publishing, Inc. ("Activision"), a Delaware corporation having its address at 3100 Ocean Park Boulevard, Santa Monica, California, 90405, is desirous of acquiring all right, title and interest in and to the Trademarks; and

WHEREAS Sierra is assigning the Trademarks as part of the entire business or portion thereof to which the Trademarks pertain as required by 15 U.S.C. §1060; and

WHEREAS Activision Publishing is the successor of the ongoing and existing business of Sierra to which the Trademarks pertain.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Sierra does hereby sell, assign, transfer and set over unto Activision, its successors, assigns and legal representatives, all right, title and interest in and to the Trademarks together with the goodwill of the business symbolized by the Trademarks and all rights to sue and recover damages for past or future infringement, misappropriation, or violation of rights of the same, as well as all right, title and interest in any application(s) for registration and/or registration(s) for the Trademarks or renewal(s) thereof.

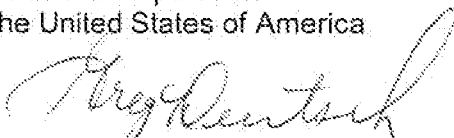
The Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration for any of the Trademarks which are still in the application stage to said assignee, Activision Publishing, Inc.

IN WITNESS WHEREOF, Sierra and Activision have each caused this Assignment to be executed at Santa Monica, California, by a duly authorized officer.

For and behalf of **ASSIGNOR**:

Sierra Entertainment, Inc.
a Delaware corporation
of the United States of America

By:



Greg Deutsch
Assistant Secretary

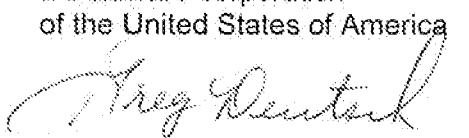
Date:

January 28, 2009

For and behalf of **ASSIGNEE**:

Activision Publishing, Inc.
a Delaware corporation
of the United States of America

By:



Greg Deutsch
Senior Vice President of
Business and Legal Affairs;
and General Counsel

Date:

January 28, 2009

EXHIBIT A

Mark	Status	App. No.	Reg. No.	Jurisdiction	Class	App. Date	Reg. Date
PROTOTYPE	Registered	1156670	1156670	Australia	09 Int.	15-Jan-2007	20-May-2008
PROTOTYPE	Published	1331376		Canada	09 Int.	15-Jan-2007	
PROTOTYPE	Pending	6751929		CTM	09 Int.	13-Mar-2008	
PROTOTYPE	Published	77081421		USA	09 Int.	11-Jan-2007	
PROTOTYPE stylized and design	Pending	6367163		CTM	09 Int.	15-Oct-2007	