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TO:MARY TUCK COMPANY:3100 OCEAN PARK BOULEVARD

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.103/31/2009
900130594

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		CHANGE OF NAME	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Blizzard Entertainment Holdings, Inc.		12/10/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Activision Entertainment Holdings, Inc.		
Street Address:	3100 Ocean Park Blvd.		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90405		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2281801	REDNECK RAMPAGE SUCKIN' GRITS ON ROUTE 88	
Registration Number:	2289851	REDNECK RAMPAGE RIDES AGAIN	
Registration Number:	3049445	REDNECK RAMPAGE	
CORRESPONDENCE DATA			
Fax Number:	(424)744-6454		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	310-285-2000		
Email:	tm@activision.com		
Correspondent Name:	Mary Tuck		
Address Line 1:	3100 Ocean Park Boulevard		
Address Line 2:	Legal Department		
Address Line 4:	Santa Monica, CALIFORNIA 90405		
NAME OF SUBMITTER:		Mary Tuck	
Signature:		/Mary Tuck/	

CH 890.00 2261801

700404368

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TO:MARY TUCK COMPANY:3100 OCEAN PARK BOULEVARD

Date:

03/31/2009

Total Attachments: 2

source=Blizzard Entertainment Holdings - DE Certificate of Amendment re Name Change to AEH (filed 12 11 08)#page1.tif

source=Blizzard Entertainment Holdings - DE Certificate of Amendment re Name Change to AEH (filed 12 11 08)#page2.tif

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Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "BLISSARD ENTERTAINMENT HOLDINGS, INC.", CHANGING ITS NAME FROM "BLISSARD ENTERTAINMENT HOLDINGS, INC." TO "ACTIVISION ENTERTAINMENT HOLDINGS, INC.", FILED IN THIS OFFICE ON THE ELEVENTH DAY OF DECEMBER, A.D. 2008, AT 7 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

2596375 8100

081188036

You may verify this certificate online at corp.delaware.gov/authcert.shtml



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 7021112

DATE: 12-12-08

TRADEMARK
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TO: MARY TUCK COMPANY: 3100 OCEAN PARK BOULEVARD

State of Delaware
 Secretary of State
 Division of Corporations
 Delivered 07:02 PM 12/11/2008
 FILED 07:00 PM 12/11/2008
 SKV 08118036 - 2396375 FILE

**CERTIFICATE OF AMENDMENT OF
 CERTIFICATE OF INCORPORATION
 OF BLIZZARD ENTERTAINMENT HOLDINGS, INC.,
 a Delaware Corporation**

Blizzard Entertainment Holdings, Inc., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware (the "Corporation"), does hereby certify:

ONE: That on December 10, 2008 resolutions were duly adopted by the Corporation's Board of Directors setting forth, approving and adopting a proposed amendment to the Corporation's Certificate of Incorporation (the "Certificate"), and declaring such amendment to be advisable and recommended for approval by the Corporation's stockholders, and that such resolutions provide that:

Article 1 of the Certificate shall be amended and restated to read in its entirety as follows:

"1. The name of the Corporation is Activision Entertainment Holdings, Inc."

TWO: That on December 10, 2008 the Corporation's stockholders approved such amendment by vote of the outstanding shares in accordance with Section 228 of the General Corporation Law of the State of Delaware.

THREE: That such amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

FOUR: That the capital of the Corporation shall not be reduced under or by reason of such amendment.

IN WITNESS WHEREOF, this Certificate of Amendment of Certificate of Incorporation has been executed as of this 10 day of December, 2008.

BLIZZARD ENTERTAINMENT HOLDINGS, INC.



George L. Rose, Chief Legal Officer and Secretary

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TO:MARY TUCK COMPANY:3100 OCEAN PARK BOULEVARD



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE



APRIL 01, 2009

900130594

PTAS

MARY TUCK
3100 OCEAN PARK BOULEVARD
LEGAL DEPARTMENT
SANTA MONICA, CA 90405

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF NON-RECORDATION OF DOCUMENT

DOCUMENT ID NO.: 900130594

THE ENCLOSED DOCUMENT HAS BEEN EXAMINED AND FOUND NON-RECORDABLE BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. THE REASON(S) FOR NON-RECORDATION ARE STATED BELOW. DOCUMENTS BEING RESUBMITTED FOR RECORDATION MUST BE ACCOMPANIED BY A NEW COVER SHEET REFLECTING THE CORRECT INFORMATION TO BE RECORDED AND THE DOCUMENT ID NUMBER REFERENCED ABOVE.

THE ORIGINAL DATE OF FILING OF THIS ASSIGNMENT DOCUMENT WILL BE MAINTAINED IF RESUBMITTED WITH THE APPROPRIATE CORRECTION(S) WITHIN 30 DAYS FROM THE DATE OF THIS NOTICE AS OUTLINED UNDER 37 CFR 3.51. THE RESUBMITTED DOCUMENT MUST INCLUDE A STAMP WITH THE OFFICIAL DATE OF RECEIPT UNDER 37 CFR 3. APPLICANTS MAY USE THE CERTIFIED PROCEDURES UNDER 37 CFR 1.8 OR 1.10 FOR RESUBMISSION OF THE RETURNED PAPERS, IF THEY DESIRE TO HAVE THE BENEFIT OF THE DATE OF DEPOSIT IN THE UNITED STATES POSTAL SERVICE.

SEND DOCUMENTS TO: U.S. PATENT AND TRADEMARK OFFICE,
MAIL STOP: ASSIGNMENT SERVICES BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.
IF YOU HAVE ANY QUESTIONS REGARDING THIS NOTICE,
YOU MAY CONTACT THE INDIVIDUAL WHOSE NAME APPEARS ON THIS NOTICE AT
571-272-3350.

1. THE SUBMITTED ASSIGNMENT COVER SHEET IS NOT ACCEPTABLE. THE CITIZENSHIP OF THE RECEIVING PARTY MUST BE INDICATED ON THE COVER SHEET. AS OF JANUARY 16, 2009, TRADEMARK RULE 37 C.F.R. §3.31(A) WAS AMENDED TO ADD THE REQUIREMENT THAT THE ASSIGNMENT COVER SHEET MUST INCLUDE THE LEGAL ENTITY TYPE AND NATIONAL CITIZENSHIP (OR STATE OR COUNTRY OF ORGANIZATION) OF EACH PARTY RECEIVING THE ASSIGNMENT INTEREST. AND, IF THE PARTY RECEIVING THE ASSIGNMENT INTEREST IS A DOMESTIC PARTNERSHIP OR DOMESTIC JOINT VENTURE, THE COVER SHEET MUST STATE THE NAMES, LEGAL ENTITY TYPES, AND NATIONAL CITIZENSHIP (OR THE STATE OR COUNTRY OF ORGANIZATION) OF ALL GENERAL PARTNERS OR ACTIVE MEMBERS THAT COMPOSE THE PARTNERSHIP OR JOINT VENTURE. 37 C.F.R.

P.O. Box 1450, Alexandria, Virginia 22313-1450 - www.uspto.gov

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REEL: 003963 FRAME: 0788

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TO:MARY TUCK COMPANY:3100 OCEAN PARK BOULEVARD

§3.31(A)(8).

KIMBERLY WHITE, EXAMINER
ASSIGNMENT SERVICES BRANCH
PUBLIC RECORDS DIVISION