

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
Sony Computer Entertainment America LLC		04/09/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Sony Online Entertainment LLC		
Street Address:	8928 Terman Court		
City:	San Diego		
State/Country:	CALIFORNIA		
Postal Code:	92121		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75328400	YOU'RE IN OUR WORLD NOW	
CORRESPONDENCE DATA			
Fax Number:	(212)768-6800		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-768-5367		
Email:	trademarks@sonnenschein.com		
Correspondent Name:	Monica B. Richman		
Address Line 1:	c/oSonnenschein Nath & Rosenthal LLP		
Address Line 2:	P.O. Box #061080, Wacker Drive Station,		
Address Line 4:	Chicago, ILLINOIS 60606-1080		
ATTORNEY DOCKET NUMBER:	20001159-001-103		
NAME OF SUBMITTER:	Monica B. Richman- Attorney of record		
Signature:	/monica b. richman/		

OP \$40.00 75328400

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**TRADEMARK
 REEL: 004183 FRAME: 0153**

Date:

04/09/2010

Total Attachments: 4

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TRADEMARK ASSIGNMENT

This Assignment Agreement is by and between Sony Computer Entertainment America LLC, a Delaware Limited Liability Company, with a place of business at 919 East Hillsdale Boulevard, Foster City, CA 94404 ("Assignor"), and Sony Online Entertainment LLC, a Limited Liability Company organized in Delaware, with a place of business at 8928 Terman Court, San Diego, California 92121 ("Assignee").

WHEREAS, Assignor is the owner of certain service marks identified in Exhibit A (the "Trademarks");

WHEREAS, Assignor desires to transfer all rights, title and interest in and to the Trademarks to Assignee;

WHEREAS, Assignee desires to acquire all of Assignor's rights, title and interest in and to the Trademarks;

NOW, THEREFORE, in consideration of the foregoing, Assignor does hereby irrevocably assign to Assignee, its entire worldwide right, title and interest in and to the Trademarks, including all common law rights, and any domestic and international trademark registrations and applications, along with the goodwill of the business symbolized by the Trademarks, the same to be held and enjoyed by Assignee for its own use and enjoyment and the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made, as assignee of its entire right, title and interest therein, and the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment.

Upon Assignee's request, Assignor will promptly take such actions (including, without limitation, the prompt execution and delivery of documents in recordable form or testifying as to any material fact or thing) as may be necessary to vest in and secure unto Assignee the full right, title and interest in and to the Trademarks and to protect and enforce the Trademarks.

Assignor hereby authorizes the Commissioner of Patents and Trademarks of the United States, and any official of any other country empowered to issue trademarks, to record this Assignment, and to issue or transfer all said trademark registrations to the Assignee as owner of all right, title and interest therein, or otherwise as the Assignee may direct, in accordance with the terms of this Assignment.

Assignor represents and warrants that Assignor has the full right to convey the entire right, title and interest herein assigned, that there are no rights, title or interests outstanding inconsistent with the rights, title and interests assigned herein, and the Assignor will not execute any instrument or grant or transfer any rights, title or interests inconsistent with the rights, title and interests assigned herein.

IN WITNESS WHEREOF, this Assignment has been executed by the parties on the day and year written below.

ASSIGNOR:

ASSIGNEE:

Sony Computer Entertainment America LLC

Sony Online Entertainment LLC

By: 

By: _____

Name: Riley R. Russell

Name: Andrew S. Zaffron

Title: Senior Vice President and General Counsel

Title: Executive Vice President and
General Counsel

Date: April 7, 2010

Date: _____, 2010

Assignor represents and warrants that Assignor has the full right to convey the entire right, title and interest herein assigned, that there are no rights, title or interests outstanding inconsistent with the rights, title and interests assigned herein, and the Assignor will not execute any instrument or grant or transfer any rights, title or interests inconsistent with the rights, title and interests assigned herein.

IN WITNESS WHEREOF, this Assignment has been executed by the parties on the day and year written below.

ASSIGNOR:

Sony Computer Entertainment America LLC

By: _____

Name: Riley R. Russell

Title: Senior Vice President and General Counsel

Date: _____, 2010

ASSIGNEE:

Sony Online Entertainment LLC

By: ASZ

Name: Andrew S. Zaffron

Title: Executive Vice President and
General Counsel

Date: April 9, 2010

EXHIBIT A

Registered Marks:

Mark	Country	App. No.	Filing Date	Reg. No.	Reg. Date
YOU'RE IN OUR WORLD NOW	United States	75328400	July 22, 1997	2286182	October 12, 1999