

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	10/31/2008		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sierra Entertainment, Inc.		01/12/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The Codemasters Software Company Limited		
Street Address:	Codemasters Campus, Stoneythorpe, Southam		
City:	Warwickshire, CV47 2DL		
State/Country:	UNITED KINGDOM		
Entity Type:	CORPORATION: UNITED KINGDOM		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	77377867	BOX OFFICE BUST	
Registration Number:	3288583	LEISURE SUIT LARRY	
Registration Number:	3007856	LEISURE SUIT LARRY	
Registration Number:	3021802	LEISURE SUIT LARRY	
CORRESPONDENCE DATA			
Fax Number:	(312)554-8015		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	312 554-8000		
Email:	rsacoff@pattishall.com		
Correspondent Name:	ROBERT W. SACOFF		
Address Line 1:	311 S. Wacker Drive, Suite 5000		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	02067-35		
DOMESTIC REPRESENTATIVE			

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TRADEMARK
REEL: 004196 FRAME: 0860

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Robert W. Sacoff

Signature:

/RWS/

Date:

04/30/2010

Total Attachments: 2

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ASSIGNMENT

WHEREAS, Sierra Entertainment, Inc., a Delaware corporation with its principal place of business at 6060 Center Drive, 5th Floor, Los Angeles, California 90045 ("Assignor"), is the owner of all right, title and goodwill in and to the trademarks identified in Schedule A hereto and the corresponding United States Trademark Applications and Registrations (the "Assigned Marks").

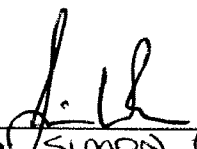
WHEREAS, The Codemasters Software Company Limited, a United Kingdom limited company with its principal place of business at Codemasters Campus, Stoneythorpe, Southam, Warwickshire, CV47 2DL, United Kingdom ("Assignee") seeks to acquire all of Assignor's right, title, and interest in and to the Assigned Marks together with the goodwill associated with said marks and the ongoing and existing business conducted by Assignor under the Assigned Marks;

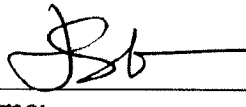
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor assigns to Assignee all of its right, title, and interest in and to the Assigned Marks, including but not limited to the registrations and applications identified in Schedule A, together with the ongoing and existing business that Assignor is conducting under the Assigned Marks, with said assignment to be legally effective as of October 31, 2008.

ACCEPTED AND AGREED,

**The Codemasters Software
Company Limited**

Sierra Entertainment, Inc.


Name: SIMON PARSONS
Title: CHIEF FINANCIAL OFFICER
Date: 21 April 2010


Name: Jay Komas
Title: Vice President
Date: International Business Affairs

Jan 12, 2010

SCHEDULE A

Mark	U.S. Registration/ Application Number
LEISURE SUIT LARRY	Reg. No. 3288583
LEISURE SUIT LARRY	Reg. No. 3007856
LEISURE SUIT LARRY	Reg. No. 3021802
BOX OFFICE BUST	Appln. No. 77/377,867