

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
THE UPPER DECK COMPANY		09/09/2010	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	Blizzard Entertainment, Inc.		
Street Address:	16215 Alton Parkway		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92618		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3321601	HEROES OF AZEROTH	
Registration Number:	3321602	DARK PORTAL	
Registration Number:	3321603	ONYXIA'S LAIR	
CORRESPONDENCE DATA			
Fax Number:	(424)744-5454		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949-955-1380		
Email:	terry.kiel@activision.com		
Correspondent Name:	Rod A. Rigole		
Address Line 1:	16215 Alton Parkway		
Address Line 4:	Irvine, CALIFORNIA 92618		
NAME OF SUBMITTER:	Rod A. Rigole		
Signature:	/rod a rigole/		
Date:	09/26/2010		

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Total Attachments: 1

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TRADEMARK ASSIGNMENT AGREEMENT

THE UNDERSIGNED:

The Upper Deck Company, a Nevada corporation having its address at 985 Trade Drive, North Las Vegas, Nevada, 89030 and legally represented by an authorized representative [hereinafter referred to as the "Assignor"];

and:

Blizzard Entertainment, Inc. a Delaware corporation having its address at 16215 Alton Parkway, Irvine, California, 92618 and legally represented by an authorized representative [hereinafter referred to as the "Assignee"].

WHEREAS,

- (a) the Assignor is the owner of the following trademarks registered in the United States Patent and Trademark Office ["USPTO"] under the corresponding Registration numbers represented below [hereinafter referred to as "the Marks"]:

USPTO Reg. No.	Trademark
3,321,602	DARK PORTAL
3,321,601	HEROES OF AZEROTH
3,321,603	ONYXIA'S LAIR

- (b) the Assignor is an affiliate of Assignee, and is willing to assign the Marks to Assignee on the terms and conditions set forth herein; and,
- (c) the Assignor is willing to assign the Marks to the Assignee for no consideration.

HAVE AGREED AS FOLLOWS:

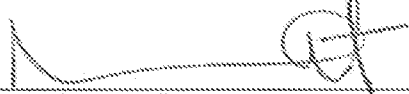
Article 1. Assignment

The Assignor does hereby transfer and assign to the Assignee all right, title, and interest in the Marks, together with that part of the goodwill of the business connected with the use of and symbolized by the Marks 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 for registration and/or registration of the Marks.

Article 2. Governing law; dispute resolution

This agreement shall be governed by the laws of the state of California. Any dispute arising under this agreement shall be exclusively submitted to the competent court in the state of California.

Assignor: The Upper Deck Company

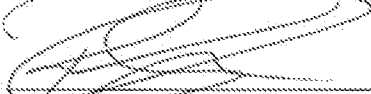


Michael Bernstein
General Counsel

Date: 9/7/10

Place: San Diego, CA

Assignee: Blizzard Entertainment, Inc.



Paul Sams
Chief Operating Officer

Date: SEPTEMBER 9, 2010

Place: Irvine, California