

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
d-rights, Inc.		05/26/2010	CORPORATION: JAPAN
RECEIVING PARTY DATA			
Name:	Hudson Soft Co., Ltd.		
Street Address:	7-1, Akasaka 9-chome, Minato-ku		
City:	Tokyo		
State/Country:	JAPAN		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3130532	BEYBLADE	
CORRESPONDENCE DATA			
Fax Number:	(212)784-5777		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-784-5800		
Email:	trademarks@hblaw.com, jbernard@hblaw.com		
Correspondent Name:	Hiscock & Barclay LLP - Keith E. Danish		
Address Line 1:	Seven Times Square		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	720374.3047555		
DOMESTIC REPRESENTATIVE			
Name:	Hiscock & Barclay LLP - Mark I. Peroff		
Address Line 1:	Seven Times Square		
Address Line 4:	New York, NEW YORK 10036		
NAME OF SUBMITTER:	Keith E. Danish		

OP \$40.00 3130532

Signature:	/keith e. danish/
Date:	10/01/2010
Total Attachments: 3 source=BEY BLADE & Des CI 9 POA (Assignment)#page1.tif source=BEY BLADE & Des CI 9 POA (Assignment)#page2.tif source=BEY BLADE & Des CI 9 POA (Assignment)#page3.tif	

Assignment of Trademark

WHEREAS, **d-rights, Inc.**, a corporation organized under the laws of Japan, with a business address of 2-8-4, Kanda-tsukasa-cho, Chiyoda-ku, Tokyo, Japan (hereinafter "Assignor") has used the trademark "**BEYBLADE & Device**" (hereinafter referred to as "the said mark"), which is registered in the United States Patent and Trademark Office as set forth in the attached Schedule "A"; and

WHEREAS, **Hudson Soft Co., Ltd.**, a corporation organized under the laws of Japan, with a business address of 7-1, Akasaka 9-chome, Minato-ku, Tokyo, Japan (hereinafter "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the said mark and the registration thereof, together with the goodwill of the business in connection with which the said mark is used and which is symbolized by the said mark, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by Assignor, Assignor does hereby assign unto Assignee all right, title and interest in and to the said mark and the registration thereof in the United States of America, together with the goodwill of the business in connection with which the said mark is used and which is symbolized by the said mark, along with the right to recover for damages and profits for past infringements thereof.

Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments and assignments, and to perform any other reasonable acts that Assignee may require in order to vest all of Assignor's right, title, and interest in and to the said mark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

d-rights, Inc.

By: 

Print Name: Daizo Suzuki

Title: President

Dated: 2010 MAY 26

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SCHEDULE "A"

Trademark

Registration No.

Registration Date

BEYBLADE & Device

3,130,532

August 15, 2006

SYLIB01V7759821

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Atty. Ref: 720374.

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 In re Trademark Registration of :
 Hudson Soft Co., Ltd. :
 Mark: **BEYBLADE & Device** :
 Reg. No.: 3,130,532 :
 Issued: August 15, 2006 :
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**POWER OF ATTORNEY AND
APPOINTMENT OF DOMESTIC REPRESENTATIVE**

We, Hudson Soft Co., Ltd., hereby revoke all previously-granted Powers of Attorney and appoint Mark I. Peroff, Keith E. Danish, Ronald S. Kareken and Alpa V. Patel, each a member of the Bar of the State of New York; Darren W. Saunders, a member of the Bar of the States of New York and Connecticut; and all other member of the Bar of the State of New York in the firm of HISCOCK & BARCLAY, LLP, Seven Times Square, New York, New York 10036, Telephone No. (212) 784-5800, Facsimile No. (212) 784-5777, as our attorneys with full powers of substitution and revocation to transact all business in the United States Patent & Trademark Office in connection with the above referenced registration, which is owned by our company.

HISCOCK & BARCLAY, LLP is also hereby designated as our representative upon whom notices or process in proceedings affecting the registration may be served.

Please address all correspondence in this matter to the attention of:

Mark I. Peroff, Esq.
HISCOCK & BARCLAY, LLP
Seven Times Square
New York, New York 10036
Telephone: (212) 784-5800
Facsimile: (212) 784-5777

HUDSON SOFT CO., LTD.

Date: Aug 13th, 2010

By: *M. Ishizuka*
Print Name: Michihiro Ishizuka
Title: President and Chief Executive Officer

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