

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
UGO Entertainment, Inc.		06/24/2011	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	IGN Entertainment, Inc
Street Address:	625 2nd Street, 3rd Floor
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94107
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Registration Number:	2947996	1UP
Registration Number:	2927044	1UP
Registration Number:	3168090	1UP.COM
Registration Number:	3000135	FUELING FANTASY ENTERTAINMENT
Registration Number:	2017941	GAMEPEN
Registration Number:	3266421	GAZERK
Registration Number:	3615921	LIFESTYLE FOR GAMERS
Registration Number:	3615943	LIFESTYLE FOR GAMERS
Registration Number:	3615944	LIFESTYLE FOR GAMERS
Registration Number:	3048453	TAKE CONTROL
Registration Number:	3047740	TAKE CONTROL
Registration Number:	3279161	THE 1UP SHOW
Registration Number:	2519204	UGO
Registration Number:	3963523	UGO

CH \$490.00 2947996

Registration Number:	3951812	UGO
Registration Number:	2450661	UGO
Registration Number:	2562837	UGO
Registration Number:	3718436	UGO
Registration Number:	3812798	UGO

CORRESPONDENCE DATA

Fax Number: (310)969-3095
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (310) 369-7630
Email: tm@fox.com
Correspondent Name: Tina M. Pompey, Esq., Fox Group Legal
Address Line 1: P.O. Box 900
Address Line 2: Intellectual Property Department
Address Line 4: Beverly Hills, CALIFORNIA 90213-0900

ATTORNEY DOCKET NUMBER:	CA2011002786-2812
NAME OF SUBMITTER:	Tina Pompey
Signature:	/Tina M. Pompey/
Date:	06/29/2011

Total Attachments: 2
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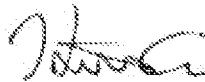
ASSIGNMENT

This Agreement, dated June 24, 2011, is between UGO Entertainment, Inc., a Delaware Corporation with a principal place of business at 300 West 57th Street, New York, NY 10019 ("Assignor"), and IGN Entertainment Inc, a Delaware Corporation, with a principal place of business at 625 2nd Street, 3rd Floor, San Francisco, CA 94107 ("Assignee").

WHEREAS, Assignor has adopted and used the trademarks set forth in Exhibit A, attached hereto (the "Marks"); and

WHEREAS, Assignee wishes to acquire all right title and interest in and to the Marks and the goodwill therein;

NOW, THEREFORE, in consideration of payment of the sum of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all rights, title and interest in the Marks, together with the goodwill of the business symbolized by said Marks, the U.S. registrations for the Marks identified in Exhibit A, and all rights of action and claims for past infringements thereof.



Name: Keith Abrams
Title: Assistant Secretary

UGO Entertainment, Inc.

EXHIBIT A

Mark Name	Mark Type	Country	Status	Appl. No.	Appl. Date	Reg. No.	Reg. Date	Int'l Class(es)
1UP	Word	United States	Current	78/408125	04/28/2004	2947996	05/10/2005	35
1UP	Word	United States	Current	78/309158	10/03/2003	2927044	02/15/2005	41
1UP.COM	Design/Logo	United States	Current	78/749064	11/08/2005	3168090	11/07/2006	41
FUELING FANTASY ENTERTAINMENT	Word	United States	Current	76/597618	06/16/2004	3000135	09/27/2005	35, 41
GAMEPEN	Word	United States	Current	75/047519	01/23/1998	2017941	11/19/1998	42
GAZERK	Word	United States	Current	76/826563	03/03/2006	3266421	07/17/2007	41
LIFESTYLE FOR GAMERS	Word	United States	Current	77/584489	10/02/2008	3615921	05/05/2009	35
LIFESTYLE FOR GAMERS	Word	United States	Current	77/584816	10/03/2008	3615943	05/05/2009	38
LIFESTYLE FOR GAMERS	Word	United States	Current	77/584818	10/03/2008	3615944	05/05/2009	41
TAKE CONTROL	Word	United States	Current	76/977704	06/16/2004	3048453	01/24/2006	35
TAKE CONTROL	Word	United States	Current	76/597619	06/16/2004	3047740	01/24/2006	41
THE 1UP SHOW	Word	United States	Current	77/035544	11/02/2006	3279161	08/14/2007	41
UGO	Word	United States	Current	75/821631	10/13/1999	2519204	12/18/2001	35
UGO	Design/Logo	United States	Current	85/050114	05/28/2010	3963523	05/17/2011	35
UGO	Design/Logo	United States	Current	77/876602	11/19/2009	3951812	04/26/2011	41
UGO	Word	United States	Current	75/821630	10/13/1999	2450661	05/15/2001	41
UGO	Word	United States	Current	75/821632	10/13/1999	2562837	04/23/2002	42
UGO (Yin-Yang symbol)	Design/Logo	United States	Current	77/730525	05/06/2009	3718436	12/01/2009	35
UGO (Yin-Yang symbol)	Design/Logo	United States	Current	77/730521	05/06/2009	3812796	07/06/2010	41

TRADEMARK