

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
Nintendo Co., Ltd.		10/03/2013	CORPORATION: JAPAN
RECEIVING PARTY DATA			
Name:	Nintendo of America Inc.		
Street Address:	4600 150th Avenue NE		
City:	Redmond		
State/Country:	WASHINGTON		
Postal Code:	98052		
Entity Type:	CORPORATION: WASHINGTON		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4402983	GAME BOY	
CORRESPONDENCE DATA			
Fax Number:	2062240779		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	206-682-8100		
Email:	efiling@cojk.com		
Correspondent Name:	Jerald E. Nagae, Reg. No. 29,418		
Address Line 1:	1420 Fifth Avenue, Suite 2800		
Address Line 4:	Seattle, WASHINGTON 98101-2347		
ATTORNEY DOCKET NUMBER:	NOAM-2-52266		
NAME OF SUBMITTER:	Jerald E. Nagae, Reg. No. 29,418		
Signature:	/Jerald E. Nagae, Reg. No. 29,418/		
Date:	10/03/2013		
Total Attachments: 1 source=52266 GAME BOY assignment NCL to NOA_Executed 20131003#page1.tif			

OP \$40.00 4402983

ASSIGNMENT OF REGISTERED TRADEMARK

WHEREAS, Nintendo Co., Ltd., a Japan corporation, having the business address of 11-1, Kamitoba Hokotate-cho, Minami-ku, Kyoto-shi, Kyoto, Japan (hereinafter the "Assignor"), is the owner of the trademark:

GAME BOY

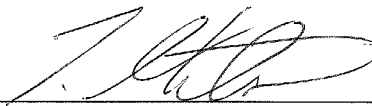
which was registered in the United States Patent and Trademark Office, Registration Number 4402983, dated September 17, 2013; and

WHEREAS, Nintendo of America Inc., a Washington corporation, having the business address of 4600 150th Avenue NE, Redmond, Washington USA 98052 (hereinafter the "Assignee"), is desirous of acquiring the trademark and the registration thereof;

NOW, THEREFORE, for sufficient, good, and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee its entire right and title to and interest in said trademark and the registration thereof, together with the goodwill of the business associated with the Trademarks.

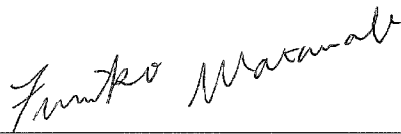
Executed at Kyoto, Japan, on October 3, 2013 (Date).

NINTENDO CO., LTD.



By: Toshiro Hibino
Title: Deputy General Manager,
IP Department

WITNESSED:



Printed Name: Fumiko Watanabe

Date: October 3, 2013

LAW OFFICES OF
CHRISTENSEN O'CONNOR JOHNSON KINDNESS^{PLC}
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Seattle, Washington 98101
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