

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM339195

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kabushiki Kaisha Sega DBA Sega Corporation		03/31/2015	CORPORATION: JAPAN
RECEIVING PARTY DATA			
Name:	ToeJam and Earl Productions, Inc.		
Street Address:	1600 Solano Avenue		
City:	Albany		
State/Country:	CALIFORNIA		
Postal Code:	94707		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2835893	TOEJAM & EARL	
CORRESPONDENCE DATA			
Fax Number:	2158518383		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	973-855-4717		
Email:	ipdocket@eckertseamans.com		
Correspondent Name:	Laurence Rickles		
Address Line 1:	50 S. 16th Street		
Address Line 2:	Two Liberty Place, 22nd Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19102		
ATTORNEY DOCKET NUMBER:	297785-00007		
NAME OF SUBMITTER:	Laurence Rickles		
SIGNATURE:	/laurencerrickles/		
DATE SIGNED:	04/23/2015		
Total Attachments: 2			
source=297785-00007 SEGA-TOEJAM AND EARL ASSIGNMENT OF TRADEMARKS_US76410399 (M1362376)#page1.tif			
source=297785-00007 SEGA-TOEJAM AND EARL ASSIGNMENT OF TRADEMARKS_US76410399 (M1362376)#page2.tif			

OP \$40.00 2835893

ASSIGNMENT OF TRADEMARKS

WHEREAS, Kabushiki Kaisha Sega DBA Sega Corporation, a Japan Corporation, having a business address of 1-39-9 Higashishinagawa Shinagawa-Ku, Tokyo, Japan, has used in various forms and is using in its business the trademark: TOEJAM & EARL (hereinafter the "Mark")

WHEREAS, ToeJam and Earl Productions, Inc., a California Corporation, having a business address of 1600 Solano Avenue, Albany, CA, 94707, is desirous of acquiring all right, title and interest in and to the said Mark and all versions of it, together with the goodwill of the business symbolized by the Mark and the registration therefore as set forth in Schedule A;

WHEREAS, it is desired that the assignment of said registration be made of record in the United States Patent and Trademark Office, and other appropriate Patent and Trademark Offices, as necessary;.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, said Kabushiki Kaisha Sega DBA Sega Corporation, hereby assigns to said ToeJam and Earl Productions, all rights, title and interest in and to the said Mark, and all versions of them, together with the goodwill of the business symbolized by the said Mark, and the registrations therefor as set forth in Schedule A, and all rights to damages and profits, due or accrued, arising out of past infringements of said Mark, and the right to sue for and recover the same.

BY: 
Jun Terahara

TITLE: Department Manager of Intellectual Propety Deaprtment

DATE: March 31st, 2015

SCHEDULE "A"

MARK: TOEJAM & EARL
SERIAL NO.: 76410399
REGISTRATION NO.: 2,835,893