

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM376511

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Coleco Holdings LLC		12/14/2015	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	SEGA Games Co., Ltd.		
Street Address:	1-2-12 Haneda		
City:	Ota-ku Tokyo		
State/Country:	JAPAN		
Entity Type:	Corporation: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4379079	ZAXXON	
CORRESPONDENCE DATA			
Fax Number:			
<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:	212-813-5900		
Email:	assignments@fzlj.com		
Correspondent Name:	David Ehrlich		
Address Line 1:	Fross Zelnick Lehrman & Zissu, P.C.		
Address Line 2:	866 United Nations Plaza		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	KSS 1601858		
NAME OF SUBMITTER:	David Ehrlich		
SIGNATURE:	/shaun lewis/		
DATE SIGNED:	03/14/2016		
Total Attachments: 1			
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ASSIGNMENT

WHEREAS, Coleco Holdings LLC, a Delaware limited liability company, with an address at 300 North LaSalle Drive, Chicago, Illinois 60654 ("Assignor"), is the owner of the trademark ZAXXON (the "Trademark") registered in the U.S. Patent and Trademark Office under U.S. Registration No. 4379079 (the "Registration"); and

WHEREAS, SEGA Games Co., Ltd., a Japan corporation, with an address at 1-2-12, Haneda, Ota-ku Tokyo, Japan ("Assignee"), is desirous of acquiring the Trademark and the Registration.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark and the Registration, together with the goodwill of the business symbolized by the Trademark and the Registration therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.

Coleco Holdings LLC

By: 

Name: Mark Thomann

Title: *Senior Manager*

Dated: 12/14/15