

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM405943

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SEGA Games Co., Ltd.		10/13/2016	Corporation: JAPAN
RECEIVING PARTY DATA			
Name:	SEGA Holdings Co., Ltd.		
Street Address:	1-39-9, Higashishinagawa		
City:	Shinagawa-ku, Tokyo		
State/Country:	JAPAN		
Entity Type:	Corporation: JAPAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4438258	ORBI	
Registration Number:	4394635	ORBI	
CORRESPONDENCE DATA			
Fax Number:	2129499190		
<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:	2129499022		
Email:	fterranella@lawabel.com		
Correspondent Name:	Lawrence Abelman		
Address Line 1:	666 THIRD AVE, 10TH FL		
Address Line 4:	New York, NEW YORK 10017		
DOMESTIC REPRESENTATIVE			
Name:	Lawrence E. Abelman		
Address Line 1:	666 Third Avenue		
Address Line 2:	10th Floor		
Address Line 4:	New York, NEW YORK 10017		
NAME OF SUBMITTER:	Frank Terranella		
SIGNATURE:	/ft/		
DATE SIGNED:	11/18/2016		
Total Attachments: 2			

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark assignment Agreement (the "Assignment") is made effective as of *13 October, 2016*, by and between SEGA GAMES CO., LTD., a Japanese corporation ("Assignor"), whose address is 1-2-12, HANEDA, OTA-KU, TOKYO JAPAN and SEGA Holdings Co., Ltd., a Japanese corporation ("Assignee") whose address is 1-39-9, Higashishinagawa, Shinagawa-ku, Tokyo, Japan (each a "Party," and collectively the "Parties").

WHEREAS, Assignor owns all right, title and interest in and to the trademarks registered with the United States Patent and Trademark Office or in any state, any common law rights in such marks, and the goodwill symbolized by such marks (the "Marks") as set forth on Exhibit A hereto;

WHEREAS, Assignor wishes to assign, and Assignee desires to acquire, all right, title and interest in and to the Marks, and the goodwill of the business appurtenant thereto;

NOW THEREFORE, in consideration of the foregoing, and for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

Assignor does hereby sell, assign, and transfer to Assignee all of Assignor's rights, title and interest in and to the Marks together with all of the goodwill of the business symbolized by the Marks and any renewals and extensions of such registrations, and all other corresponding rights that exist or that may be secured under common law, state law, the laws of the United States or any foreign country, as of the Effective Date, as well as all income, royalties or payments due or payable from and after the Effective Date or thereafter and the right to sue and collect damages for past, present and future infringements, dilution or other unauthorized use of the Marks, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

Assignor shall promptly execute all documents, papers, forms, and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Marks.

IN WITNESS WHEREOF, the Parties have executed this Assignment below effective as of the Effective Date identified above.

SEGA GAMES CO., LTD.
a Japanese Corporation

SEGA Holdings Co., Ltd.
a Japanese Corporation

By: 
Mitsuaki Katori
Its: Department Manager of
Business Management Department

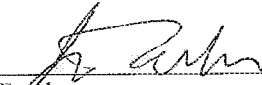

By: 
Jun Terahara
Its: Department Manager of
Intellectual Property Department

EXHIBIT "A"

MARKS

Federal Registrations:

Mark	U.S. Registration No.	Registration date
	4438258	Nov. 26, 2013
ORBI	4394635	Sep. 03, 2013