

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Terry Bollea		09/22/2004	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Marvel Characters, Inc.		
Street Address:	10474 Santa Monica Boulevard - Suite 206		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90025		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	76336559	HULK HOGAN	
Registration Number:	2431926	HOLLYWOOD HOGAN	
Registration Number:	2276450	HOLLYWOOD HOGAN	
CORRESPONDENCE DATA			
Fax Number:	(212)732-3232		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-732-3200		
Email:	auslander@clm.com		
Correspondent Name:	Rose Auslander, Esq.		
Address Line 1:	2 Wall St.		
Address Line 2:	Carter Ledyard & Milburn LLP		
Address Line 4:	New York, NEW YORK 10005		
NAME OF SUBMITTER:	Stephen J. Coates		
Signature:	/Stephen J. Coates/		

CH \$90.00 76336559

Date:

12/23/2004

Total Attachments: 1

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Exhibit A
ASSIGNMENT

WHEREAS, Terry Bollea, an individual, c/o Greenberg Traurig, 2450 Colorado Avenue, Suite 400E, Santa Monica CA 90404 ("Assignor") has adopted and used, and is using the trademarks, service marks and trade names HULK HOGAN, HULKSTER, HULKAMANIA, HOLLYWOOD HOGAN and HOLLYWOOD HULK HOGAN (collectively, the "Marks") and is the owner of the following:

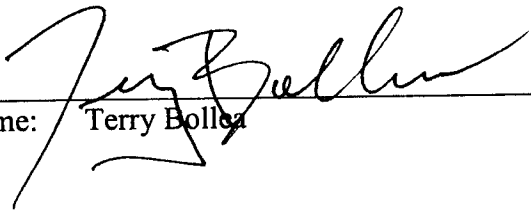
U.S. Application Serial Number **76336559** for HULK HOGAN

U.S. Registration No. **2,431,926** for HOLLYWOOD HOGAN

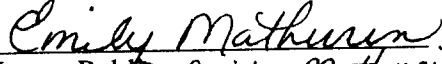
U.S. Registration No. **2,276,450** for HOLLYWOOD HOGAN

WHEREAS, Marvel Characters, Inc., a corporation of Delaware, with its principal place of business at 10474 Santa Monica Boulevard, Suite 206, Los Angeles, CA 90025 ("Assignee") desires to acquire any right, title and interest Assignor may have in and to the Marks and the goodwill associated therewith and all federal and state applications and registrations thereof, and Assignor desires to assign all of its right, title and interest in the foregoing to Assignee.

NOW, THEREFORE, for good and valuable consideration receipt of which is acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Marks, and in the good will and all business associated therewith, all applications and registrations therefore including without limitation U.S. Application Serial No. **76336559**, and U.S. Registration Nos. **2,431,926** and **2,276,450** and all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said mark and applications and registrations.

By 
Name: Terry Bollea

Sworn to be fore me this
22 day of ~~August~~, 2004
September


Notary Public Emily Mathurin

