

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
SEGA OF AMERICA, INC.		11/16/2004	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	KABUSHIKI KAISHA SEGA, doing business as SEGA CORPORATION		
Street Address:	1-2-12 Haneda, Ohta-ku		
City:	Tokyo		
State/Country:	JAPAN		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1861048	SONIC SPINBALL	
CORRESPONDENCE DATA			
Fax Number:	(212)536-3901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 536-3900		
Email:	nytrademarks@kl.com		
Correspondent Name:	Keith E. Danish, Esq.		
Address Line 1:	599 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10022-6030		
DOMESTIC REPRESENTATIVE			
Name:	KIRKPATRICK & LOCKHART LLP		
Address Line 1:	599 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10022-3060		
NAME OF SUBMITTER:	Keith E. Danish		
Signature:	/keith e. danish/		

OP \$40.00 1861048

Date:

12/30/2004

Total Attachments: 3

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Atty Ref.: 0820374.

TRADEMARK ASSIGNMENT

WHEREAS, SEGA OF AMERICA, INC., a California corporation, with a business address of 650 Townsend Street, San Francisco, California 94103 [hereinafter referred to as "ASSIGNOR"], is the owner of all right, title and interest in and to the trademark "SONIC SPINBALL" in the United States of America, and is the owner of U.S. Trademark Registration No. 1,861,048, dated November 1, 1994, in respect of "home video game software and related products, namely, video game cartridges, CD-ROM discs and instruction manuals sold as a unit" in Int'l. Class 28, in the United States Patent and Trademark Office; and

WHEREAS, KABUSHIKI KAISHA SEGA, dba SEGA CORPORATION, a Japanese corporation, with a business address of 1-2-12 Haneda, Ohta-ku, Tokyo, Japan [hereinafter referred to as "ASSIGNEE"], is desirous of acquiring said trademark, the goodwill of the business associated therewith, and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and set over unto ASSIGNEE the entire right, title, and interest in and to the aforementioned trademark "SONIC SPINBALL" in the United States of America, together with the goodwill of the business associated with said mark, the registration thereof, and the right to sue for past and future infringement thereof.

SEGA OF AMERICA, INC.

Dated: 11/16/04

By: 
Print Name: Fred Huey
Title: CEO

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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In re Trademark Registration of :
KABUSHIKI KAISHA SEGA, dba :
SEGA CORPORATION :
Mark: SONIC SPINBALL :
Reg. No.: 1,861,048 :
Issued: November 1, 1994 :
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**POWER OF ATTORNEY AND
APPOINTMENT OF DOMESTIC REPRESENTATIVE**

KABUSHIKI KAISHA SEGA, dba SEGA CORPORATION hereby revokes all previously-granted Powers of Attorney and appoints Mark I. Peroff, Keith E. Danish, Jacqueline M. Stelling and Andrew T. Paredes, each a member of the Bar of the State of New York; Darren W. Saunders, a member of the Bars of the States of New York and Connecticut and all other members of the Bar of the State of New York in the firm of KIRKPATRICK & LOCKHART LLP, 599 Lexington Avenue, New York, New York 10022-6030, Telephone No. (212) 536-3900, Fax No. (212) 536-3901, e-mail address: nytrademarks@kl.com, its attorneys with full powers of substitution and revocation to transact all business in the United States Patent & Trademark Office in connection with the above referenced registration, which is owned by our company.

KIRKPATRICK & LOCKHART LLP is also hereby designated as our company's representative upon whom notices or process in proceedings affecting the registration may be served.

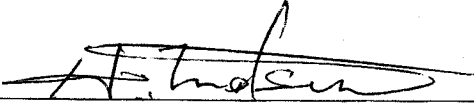
Please address all correspondence in this matter to the attention of:

Mark I. Peroff, Esq.
KIRKPATRICK & LOCKHART LLP
599 Lexington Avenue
New York, New York 10022-6030
Telephone: (212) 536-3900
Facsimile: (212) 536-3901
E-mail: nytrademarks@kl.com

The U.S. Patent and Trademark Office is hereby authorized to communicate with the application or its representative via e-mail addressed to: nytrademarks@kl.com.

KABUSHIKI KAISHA SEGA,
dba SEGA CORPORATION

Dated: December 6, 2004

By: 

Name: Hidenobu Matsui

Title: General Manager