

07-18-2006



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103276759

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

Tab settings ⇨⇨⇨

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

7.10.06

1. Name of conveying party(ies): **SAMMY CORPORATION**

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: **July 3, 2006**

2. Name and address of receiving party(ies)
Name: **SEGA CORPORATION**

Internal Address:
Street Address: **2-12, Haneda 1-chome Ohtka-ku 144-8531 JAPAN**

City: ___ State: ___ Zip: _____

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State
 Other **Corporation - Country - JAPAN**

(If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

4. Application Number(s) or registration number(s):
A. Trademark Application No.(s): **76/595,264**

Additional number(s) attached Yes No

B. Trademark Registration No.(s): _____

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: **Arent Fox PLLC**
Internal Address: **Charles M. Marmelstein**

Street Address: **1050 Connecticut Avenue, N.W., Suite 400**

City: **Washington** State: **DC** Zip: **20036**

6. Total number of applications and registrations involved **1**

7. Total fee (37 CFR 3.41) **\$40.00**
 Enclosed - **Check # 449501**
 Authorized to be charged to deposit account

8. Deposit account number: _____

DO NOT USE THIS SPACE

9. Signature

Charles M. Marmelstein
Reg. # 25,895
Name of Person Signing

Signature

July 10, 2006
Date

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(40.00 DP)

Total number of pages including cover sheet, attachments, and document: **2**

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20031



TECH/430465.1

07-10-2006

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #34

TRADEMARK REEL: 003362 FRAME: 0869


ASSIGNMENT

WHEREAS, Sammy Corporation ("Assignor"), a corporation organized under the laws of Japan having an address of 23-2, Higashi-Ikebukuro 2-chome, Toshima-ku, Tokyo, JAPAN 170-8436 has adopted and used in its business the mark PRIZEPARTY, which is the subject of U.S. Ser. No. 76/595264 ("the Mark"), and has applied to register the Mark in the United States Patent and Trademark Office;

WHEREAS, Sega Corporation ("Assignee"), a corporation organized under the laws of Japan having an address of 2-12, Haneda 1-chome, Ohta-ku 144-8531 JAPAN, is desirous of acquiring all right, title and interest in and to the Mark, and the applications thereof, together with the goodwill of the business associated with the Mark, as the successor in interest to that portion of Assignor's ongoing and existing business to which the Mark pertains;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the Mark and the applications thereof, together with the goodwill of the business symbolized by the Mark.

SAMMY CORPORATION

By 

Printed Name Yukito SAKAUE

Title Authorized Signing Officer

Date July 3, 2006