

Form PTO-1594
(Trademarks Only)

06-07-2007



103413857

U.S. Department of Commerce
U.S. Patent & Trademark Office

Atty. Docket No.: 107156-00250
Date: July 17, 2006

7/17/06

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below

1. Name of conveying party(ies)

Sammy Corporation

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

Additional name(s) of conveying party(ies) attached?

Yes No

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

Name: SEGA CORPORATION

Street Address: 2-12, Haneda 1-chome
Ohta-ku 144-8531, Japan

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

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

3. Nature of conveyance / Execution Date(s):

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date(s): July 3, 2006

4. Application number(s) or registration number(s) and identification or description of the Trademark:

A. Trademark Application No.(s)

B.

Trademark Registration No.(s)

76/609,060 - EXTREME HUNTING

Additional numbers attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Arent Fox PLLC

Street Address: 1050 Connecticut Avenue, N.W., Suite 400
Washington, D.C. 20036-5339

Tel. No.: 202-857-6000

Fax No.: 202-638-4810

Email Address: dcipdocket@arentfox.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41)..... \$ 40.00 pd.

- Attached is Check # 449844
- Authorized to be charged by credit card.
- Authorized to be charged to Deposit Account.
- Any additional fees are authorized to be charged to deposit account.

8. Payment Information

a. Credit Card Last 4 Numbers: _____
Expiration Date: _____

b. Deposit account number: 01-2300 (Attach duplicate copy
of this page if paying by deposit account)
Authorized User Name: _____

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

SIGNATURE ON ORIGINAL

Charles M. Marmelstein
Name of Person Signing
Reg. No. 25,896

Signature

July 17, 2006
Date

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

ASSIGNMENT

WHEREAS, Sammy Corporation ("Assignor"), a corporation organized under the laws of Japan having an address of 23-2, Higashi-Ikebukuro 20chome, Toshima-ku, Tokyo, JAPAN 170-8436 has adopted and used in its business the mark EXTREME HUNTING, which is the subject of U.S. Ser. No. 76/609060 ("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

11