

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bandai Co., Ltd.		04/27/2012	CORPORATION:
RECEIVING PARTY DATA			
Name:	WiZ CO., LTD.		
Street Address:	3/F Sumitomo Fudosan Hamacho Bldg, 3-42-3 Nihonbashi-hamacho, Chuo-ku		
City:	Tokyo		
State/Country:	JAPAN		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3086323	TAMAGOTCHI CONNECTION	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	714 816-9500		
Email:	nishimotoc@bandai.com		
Correspondent Name:	Cynthia Nishimoto c/o Bandai America Inc		
Address Line 1:	5551 Katella Avenue		
Address Line 4:	Cypress, CALIFORNIA 90630		
ATTORNEY DOCKET NUMBER:	TAMAGOTCHI CONNECTION IC2		
DOMESTIC REPRESENTATIVE			
Name:	Cynthia Nishimoto		
Address Line 1:	5551 Katella Avenue		
Address Line 4:	Cypress, CALIFORNIA 90630		

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NAME OF SUBMITTER:	David Ono
Signature:	/do/
Date:	05/21/2012
Total Attachments: 1 source=Tamagotchi Connection (IC28)#page1.tif	

ASSIGNMENT OF UNITED STATES TRADEMARK

THIS ASSIGNMENT is made effective as of April 27, 2012, by **BANDAI CO., LTD.** (AKA **KABUSHIKI KAISHA BANDAI**) ("Owner"), a Japanese corporation, at the address of 1-4-8 Komagata, Taito-ku, Tokyo 111-8081, Japan and **WiZ CO., LTD.** ("Partial Assignee"), a Japanese company, at the address of 3/F Sumitomo Fudosan Hamacho Bldg., 3-42-3 Nihonbashi-hamacho, Chuo-ku, Tokyo, Japan.

For good and valuable consideration received and hereby acknowledged, Owner hereby conveys to Partial Assignee, and Partial Assignee hereby accepts, Fifty Percent (50%) partial ownership of the entire rights, title and interest which Owner may have, including all accrued rights of action, associated good will, the right to sue for past and/or future infringement, the right to renew any registration, the right to file cancellation in any country in the world and any and all other rights associated with the following U.S. trademark registration:

"TAMAGOTCHI CONNECTION" in international class 28 (Registration No. 3,086,323)
Goods: LCD game machines; interactive LCD electronic hand-held play units with moving images, light and sound effects; toy figures

Owner shall cooperate and assist Partial Assignee to the extent reasonably necessary in the procurement of any protection of Partial Assignee's rights and the protection and defense of the same. Owner agrees to cooperate with Partial Assignee in any efforts of enforcement including, but not limited to, the procurement of evidence, documents, testimony, or any other information or documents which may be necessary to enforce Partial Assignee's rights. Owner and Partial Assignee shall negotiate by separate agreement to determine which party shall bear any costs associated with such efforts of enforcement.

The parties herein represents that it will never seek to invalidate or in any way attack or undermine the above-mentioned trademark registration or any of its attendant rights, nor shall the parties in any way assist or cooperate with another entity in such an effort, unless such assistance or cooperation is required by law.

This Assignment shall be governed by and construed in accordance with the laws of Japan. Both parties agree to submit to the exclusive jurisdiction of the Tokyo District Court of Japan.

BANDAI CO., LTD.

WiZ CO., LTD.

By: 

By: 

Name: Kenichi Osonoe

Name: Akira Shimazaki

Title: General Manager
Legal & IP Department

Title: Director, member of the board

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