

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM322342

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Atari Mobile Games, LLC		11/05/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Atari Interactive, Inc.		
Street Address:	475 Park Avenue South - 12th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10016		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86279113	PRIDEFEST	
CORRESPONDENCE DATA			
Fax Number:	2127264214		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-726-6583		
Email:	kristen.keller@atari.com, myrna.anderson@atari.com		
Correspondent Name:	Atari, Inc.		
Address Line 1:	475 Park Avenue South - 12th Floor		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	PRIDEFEST		
NAME OF SUBMITTER:	Kristen J. Keller		
SIGNATURE:	//Kristen J. Keller//		
DATE SIGNED:	11/05/2014		
Total Attachments: 2			
source=Pridefest Assignment#page1.tif			
source=Pridefest Assignment#page2.tif			

CH \$40.00 86279113

TRADEMARK ASSIGNMENT

KNOW ALL MEN BY THESE PRESENTS:

WHEREAS, **Atari Mobile Games, LLC**, a limited liability company, duly organized and existing under the laws of the State of Delaware, and having a place of business at c/o Corporation Trust Center, 1209 Orange Street, Wilmington, Delaware 19801, (hereinafter "ASSIGNOR"), intends to use in commerce the PRIDEFEST, Serial No. 86279113, trademark (the "Trademark"), and has filed an application, the short particulars of which are set forth in the Schedule hereto, indicating that intention, but has not yet filed an allegation of use under §1(c) or §1(d) of The Trademark Act; and

WHEREAS, **Atari Interactive, Inc.**, a Delaware corporation duly organized and existing under the laws of the State of Delaware, and having a place of business at 475 Park Avenue South, New York, NY 10016, (hereinafter "ASSIGNEE"), is desirous of acquiring the Trademark, and is a successor to the business of the ASSIGNOR to which the Trademark pertains, which is ongoing and existing;


NOW, THEREFORE, IT IS HEREBY AGREED:

1. In consideration of the sum of One Dollar (\$1.00) and other good valuable considerations to it in hand paid, the receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign and transfer unto ASSIGNEE, the entire right, title and interest in and to the Trademark, together with the good will of the business in connection with which the Trademark are used.

2. ASSIGNOR shall do all acts and execute all documents which may be reasonably required by ASSIGNEE in order to effect the assignment of the Trademark and to ensure that the application shall proceed in the name of ASSIGNEE and the registration be granted to ASSIGNEE.

IN WITNESS WHEREOF, ASSIGNOR has caused this instrument to be executed by its duly authorized officer this 5th day of November, 2014.

Atari Mobile Games, LLC

By 
Name: Kristen J. Keller
Title: SVP Business Affairs & General Counsel

SCHEDULE A

U.S. TRADEMARK APPLICATION

Mark	Appl. No.	Filing Date	Status
PRIDEFEST	86279113	May 12, 2014	Pending