TIS/MADRID ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.1 MADRID ID: MD57251

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Execution Date
KABUSHIKI KAISHA SEGA d/b/a SEGA CORPORATION	11/30/2015

RECEIVING PARTY DATA

Name:	The Creative Assembly Limited
Address:	27 Great West Road
	Brentford, Middlesex TW8 9BW
Country:	GB
Entity Type:	Private limited Company
Entity Country:	United Kingdom

PROPERTY NUMBERS Total: 1

Property Type	Number
Serial Number:	79164039

CORRESPONDENCE DATA

Correspondent Name: The Creative Assembly Limited

Address: 1-2-12, Haneda,

Ota-ku Tokyo

Country: JP

TRADEMARK 990050923 REEL: 005690 FRAME: 0740

THIS

PAGE

INTENTIONALLY

LEFT

BLANK

TRADEMARK REEL: 005690 FRAME: 0741

RECORDED: 12/31/2015