

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Kabushiki Kaisha Bandai		07/24/2009	CORPORATION: JAPAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	WiZ Co., Ltd.		
<b>Street Address:</b>	3/F Sumitomo Fudosan		
<b>City:</b>	3-42-3 Nihonbashi-hamacho Chuo-ku, Tokyo		
<b>State/Country:</b>	JAPAN		
<b>Entity Type:</b>	CORPORATION: JAPAN		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2196554	TAMAGOTCHI	
Registration Number:	2204435	TAMAGOTCHI	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(714)816-6705		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	nishimotoc@bandai.com		
<b>Correspondent Name:</b>	Cynthia Nishimoto		
<b>Address Line 1:</b>	5551 Katella Avenue		
<b>Address Line 4:</b>	Cypress, CALIFORNIA 90630		
<b>ATTORNEY DOCKET NUMBER:</b>	TAMAG ASSIGNMT 16,28 1113		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Cynthia Nishimoto		
<b>Address Line 1:</b>	5551 Katella Avenue		
<b>Address Line 4:</b>	Cypress, CALIFORNIA 90630		
<b>NAME OF SUBMITTER:</b>	Cynthia Nishimoto		

OP \$65.00 2196554

**900147607**

**TRADEMARK**  
**REEL: 004096 FRAME: 0057**

Signature:	/cn/
Date:	11/13/2009
Total Attachments: 1 source=Trademark Assignment (Tamagotchi) class 16, 28. fullex (USE)#page1.tif	

ASSIGNMENT OF UNITED STATES TRADEMARKS

THIS ASSIGNMENT is made effective as of 24 July, 2009, ~~2008~~, by **KABUSHIKI KAISHA BANDAI (a.k.a. BANDAI CO., LTD.)** ("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 registrations:

"TAMAGOTCHI" in international class 16 (Registration No. 2,196,554)  
Goods: stationery and trading cards

"TAMAGOTCHI" in international class 28 (Registration No. 2,204,435)  
Goods: video games, namely, electronic game machines, namely, video and stand alone video output game machines, LCD game machines, stuffed toys; toy figures; board games.

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.

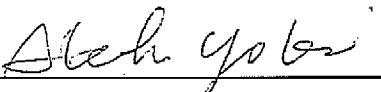
Owner herein represents that it will never seek to invalidate or in any way attack or undermine the above-mentioned trademark registrations or any of its attendant rights, nor shall Owner in any way assist or cooperate with another entity in such an effort, unless such assistance or cooperation is required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

KABUSHIKI KAISHA BANDAI

WIZ CO., LTD.

By: 

By: 

Name: Kenichi OSONOE

Name: Akihiro YOKOI

Title: General Manager,  
Legal and IP Department

Title: President and CEO