

10/17/05

RECORD

10-19-2005

Docket No.:

EB/E-2023

TRADEMARKS /



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103102691

documents or copy thereof.

To the Director of the United States Patent and Trademark Office

1. Name of conveying party(ies):

The Electronic Boutique, Inc.

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

Additional names(s) of conveying party(ies) Yes No

3. Nature of conveyance:

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

Execution Date: October 11, 2005

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

Name: Elbo Inc.

Internal Address: 103 Foulk Road

Street Address: Suite 200

City: Wilmington State: DE ZIP: 19805

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

If assignee is not domiciled in the United States, a domestic designation is... Additional name(s) & address(es)

4. Application number(s) or registration numbers(s):

A. Trademark / Service Mark Application No.(s) 2,538,744

B. Trademark / Service Mark Registration No.(s)

OCT 17 2005

Additional numbers Yes No

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

Name: JOHN F.A. EARLEY III

Internal Address: Harding, Farley, Follmer & Frailey

86 The Commons at Valley Forge East

P.O. Box 750

Street Address: 1288 Valley Forge Road

City: Valley Forge State: PA ZIP: 19482-0750

6. Total number of applications and registrations involved:

1

10/18/2005 MUELLER 00000114 2538744

7. Total fee (37 CFR 3.41):

400.00

- Enclosed, Authorized to be charged to deposit account

any additional fees are

8. Deposit account number:

05-0208

Certificate of mailing I hereby certify that these papers are being deposited with the U.S. Postal Service with sufficient postage as first class mail on 10/11/05 addressed to the address set out below, John F.A. Earley III

John F.A. Earley III Reg. No. 31,350

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.

JOHN F.A. EARLEY III

Name of Person Signing

Signature

Signature

October 11, 2005

Date

Total number of pages including cover sheet, attachments, and

2

SERVICE MARK ASSIGNMENT

The Electronics Boutique, Inc., a Pennsylvania corporation, having an address at 931 South Matlack Street, West Chester, PA 19382, for good and valuable consideration, receipt of which is hereby acknowledged, intending to be legally bound, hereby sells, assigns, and transfers unto Elbo Inc., a Delaware corporation having an address at 103 Foulk Road, Suite 200, Wilmington, Delaware 19805, the entire right, title, and interest in and to the mark GAME WORLD for retail video game stores, together with the good will of the business symbolized by said mark, together with U.S. Service Mark Registration No. 2,538,744 therefor, and together with all claims for past infringement of said mark and sums that may be recovered for past infringement thereof.

The Electronics Boutique, Inc.

By: James A. Smith
James A. Smith, Vice President

Date: 10-11-05