

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Playfish Limited		03/25/2010	COMPANY: UNITED KINGDOM

**RECEIVING PARTY DATA**

Name:	Electronic Arts Limited
Street Address:	Onslow House, Onslow Street
City:	Guildford, Surrey
State/Country:	UNITED KINGDOM
Postal Code:	GU1 4TN
Entity Type:	COMPANY: UNITED KINGDOM

**PROPERTY NUMBERS Total: 5**

Property Type	Number	Word Mark
Serial Number:	77430673	BOWLING BUDDIES
Serial Number:	77442049	PET SOCIETY
Serial Number:	77377377	PLAYFISH
Serial Number:	77377372	WHO HAS THE BIGGEST BRAIN?
Serial Number:	77430666	WE ARE HEROES

**CORRESPONDENCE DATA**

Fax Number: (650)628-1422  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 650-628-1500  
 Email: trademarks@ea.com  
 Correspondent Name: Kerry Hopkins  
 Address Line 1: 209 Redwood Shores Parkway  
 Address Line 2: Electronic Arts Legal Dept.  
 Address Line 4: Redwood City, CALIFORNIA 94065

DOMESTIC REPRESENTATIVE

**900159186**

**TRADEMARK  
 REEL: 004182 FRAME: 0315**

**CH \$140.00 77430673**

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:	Kerry Hopkins
Signature:	/Kerry Hopkins/
Date:	04/08/2010

Total Attachments: 5  
source=Playfish to EA Ltd IP Assignment#page1.tif  
source=Playfish to EA Ltd IP Assignment#page2.tif  
source=Playfish to EA Ltd IP Assignment#page3.tif  
source=Playfish to EA Ltd IP Assignment#page4.tif  
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**INTELLECTUAL PROPERTY ASSIGNMENT  
BETWEEN  
PLAYFISH LIMITED  
-and-  
ELECTRONIC ARTS LIMITED**

This Assignment ("**Assignment Agreement**") is dated this 25 March 2010 (the "**Effective Date**"), is made by and between **PLAYFISH LIMITED**, (registered number 6374301) whose registered office is at Onslow House, Onslow Street, Guildford, Surrey, GU1 4TN, The United Kingdom ("**Assignor**") and **ELECTRONIC ARTS LIMITED** (registered number 02057591) whose registered office is at Onslow House, Onslow Street, Guildford, Surrey, GU1 4TN, The United Kingdom (the ("**Assignee**"). Assignor and Assignee are sometimes collectively referred to herein as the "Parties."

**RECITALS**

WHEREAS, pursuant to the Business Transfer Agreement dated 1 February 2010, the Assignor transferred inter alia all Intellectual Property Rights relating to the business carried on by the Assignor as at 1 February 2010 ("**Transfer Date**") with effect from that date.

WHEREAS, pursuant to clause 9.2 of the Business Transfer Agreement, the Assignee agreed at the request of Assignor to execute and do all such deeds, documents, assurances, acts and things reasonably required by Assignee to vest the Intellectual Property Rights in Assignee.

WHEREAS, the Parties have agreed to enter into this confirmatory Assignment Agreement.

Now, therefore, the Parties agree as follows:

1. Assignment of Intellectual Property Rights. For good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby transfers, assigns and conveys to Assignee all of Assignor's right, title and interest, of whatever kind and nature forever and throughout the universe, including all causes of action, in either law or equity, for past, present, and future claims, in and to the Intellectual Property Rights. "**Intellectual Property Rights**" shall mean (a) copyright, patents, database rights and rights in trade marks, designs, know-how and confidential information (whether registered or unregistered) and domain names, (b) applications for registration, and rights to apply for registration, or any of the foregoing rights and (c) all other intellectual property rights and equivalent or similar forms of protection existing anywhere in the world owned or otherwise held by Assignor as of the Transfer Date. For the sake of clarity, (1) "Intellectual Property Rights" includes but is not limited to the registered intellectual property set forth on Schedule A attached hereto (trade marks and trade mark applications) and Schedule B attached hereto (copyright registration); and all rights to receive any of the foregoing, rights corresponding to the foregoing and all proceeds thereof. Assignor represents that Assignor has all of the rights, titles, and interests to convey the Intellectual Property Rights as set forth herein, and covenants that Assignor has not made any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed except as may have occurred within the ordinary course of Assignor's business.

2. Authorizations. Assignor hereby authorizes the Commissioner of Patents and Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and the appropriate empowered officials or issuing authorities in relevant jurisdictions outside the United

States, as applicable, to record the transfer of all trademark registrations and applications included in the Intellectual Property Rights, respectively, to Assignee as assignee of Assignor's entire right, title and interest therein, and to issue to Assignee all trademark registrations referred to above which may issue with respect to such Intellectual Property Rights in or outside the United States, in accordance with this Assignment Agreement. Assignor hereby authorizes the Registrar of Copyrights of the United States and other empowered officials of the United States Copyright Office and the appropriate empowered officials or issuing authorities in relevant jurisdictions outside the United States to record the transfer of all registrations for copyrights included in the Intellectual Property Rights to Assignee as assignee of Assignor's entire right, title and interest therein, and to issue to Assignee all copyright registrations referred to above which may issue with respect to such Intellectual Property Rights in or outside the United States, in accordance with this Assignment Agreement. Assignor will cooperate with Assignee to transfer ownership and management of domain names to Assignee or its designee pursuant to the current procedures promulgated by the appropriate domain name registrar for modifying a domain record.

3. Further Documents. If at any time after the Effective Date, any further action is necessary or desirable to carry out the purposes of this Assignment Agreement, Assignor agrees to execute and deliver to Assignee such further instruments as may be reasonably required to carry out or effectuate the purposes and intent of this Assignment Agreement and to vest in Assignee full right, title and interest in and to the Intellectual Property Rights.

4. Substitution and Subrogation. The assignment, transfer and conveyance contained herein is made with full powers of substitution and subrogation of Assignee in and to all covenants and warranties heretofore given or made by third parties to Assignor in respect of the Intellectual Property Rights.

5. Binding Effect. This Assignment Agreement shall bind and inure to the benefit of the respective Parties and their successors, assigns, and transferees.

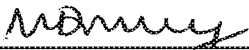
6. Governing Law. This Assignment Agreement shall be construed and enforced in accordance with the laws of the State of California without giving effect to the principles of choice of law or conflicts of law thereof.

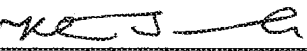
7. Counterparts. This Assignment Agreement may be executed in two or more counterparts, each of which shall be deemed an original, but all of such counterparts together shall constitute one and the same instrument.

8. Headings. The subject headings of this Assignment Agreement are included for purposes of convenience only, and shall not affect the construction or interpretation of any provision of this Assignment Agreement.

9. Entire Agreement and Amendments. This Assignment Agreement, together with the Schedules attached hereto, constitutes the entire agreement between the parties, and supersedes all prior agreements, understandings and communications between the parties with respect to the subject matter hereof. No modification or amendment to this Assignment Agreement shall be binding upon the parties unless in writing and executed by the duly authorized representative of each of the parties.

ACCEPTED AND AGREED TO:

SIGNED by   
Print Name: MATTHEW WISBEY  
duly authorised for and on behalf of Electronic Arts Limited

SIGNED by   
Print Name: Kristian Segerstale  
duly authorised for and on behalf of Playfish Limited

**Schedule A**

**Trademark Registrations and Trademark Applications**

<b>Mark</b>	<b>Classes</b>	<b>Country</b>	<b>Application No.</b>	<b>Application Date</b>	<b>Registration Date</b>
Bowling Buddies	9, 28, 38, 41	EU	006764997	19 March 2008	23 December 2009
Bowling Buddies	9, 28, 41	USA	77/430673	25 March 2008	
Pet Society	9, 28, 38, 41	EU	006810196	4 April 2008	23 December 2009
Pet Society	9, 28, 41	USA	77/442049	25 March 2008	
Playfish	9, 16, 28, 35, 38, 41, 42	EU	006599427	22 January 2008	
Playfish	9, 16, 28, 35, 38, 41, 42	UK	2475129	14 December 2007	
Playfish	9, 16, 28, 35, 38, 41, 42	USA	77/377377	22 January 2008	
We Are Heroes	9, 28, 38, 41	EU	006765713	19 March 2008	23 December 2009
We Are Heroes	9, 28, 41	USA	77/430666	25 March 2008	
Who Has The Biggest Brain	9, 28, 41	EU	006600522	22 January 2008	
Who Has The Biggest Brain	9, 28, 41	UK	2475122	14 December 2007	14 December 2007
Who Has The Biggest Brain	9, 28, 41	USA	77/377372	22 January 2008	

**Schedule B**

**Copyright Registrations**

<b>Product</b>	<b>Registration Number</b>	<b>Effective Date Of Registration</b>
Restaurant City	PA0001646343	13 October 2009