

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
Electronic Arts Proprietary Limited		10/02/2011	COMPANY: AUSTRALIA

RECEIVING PARTY DATA

Name:	Electronic Arts Inc.
Street Address:	209 Redwood Shores Parkway
City:	Redwood City
State/Country:	CALIFORNIA
Postal Code:	94065
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	77876143	FLIGHT CONTROL
Registration Number:	3721272	FIREMINT REAL RACING
Registration Number:	3887816	REAL RACING
Registration Number:	3859439	AGENT SQUEEK
Registration Number:	3724786	CLOUDCELL
Serial Number:	85374978	SPY MOUSE
Serial Number:	85374982	SPY MOUSE

CORRESPONDENCE DATA

Fax Number: (650)628-1422
 Phone: 650-628-1500
 Email: tradeamrks@ea.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Vineeta Gajwani
 Address Line 1: 209 Redwood Shores Parkway
 Address Line 2: Electronic Arts Legal Dept.

900209203

**TRADEMARK
 REEL: 004675 FRAME: 0363**

CH \$190.00 77876143

Address Line 4: Redwood City, CALIFORNIA 94065

ATTORNEY DOCKET NUMBER: FIREMINT ASSIGN 2

NAME OF SUBMITTER: Vineeta Gajwani

Signature: /vg/

Date: 12/09/2011

Total Attachments: 6

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INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT
ELECTRONIC ARTS PROPRIETARY LIMITED
AND
ELECTRONIC ARTS INC.

This Intellectual Property Assignment Agreement (this "*Assignment Agreement*") is made and entered into as of October 2, 2011 (the "*Effective Date*") by and between **ELECTRONIC ARTS PROPRIETARY LIMITED**, a company organized under the laws of Australia with its office located at Suite 121, 26-32 Pirrama Road, Pyrmont, New South Wales 2009, Australia ("*Seller*") and **ELECTRONIC ARTS INC.**, a company organized under the laws of the State of Delaware with its main office located at 209 Redwood Shores Parkway, Redwood City, California 94065, United States ("*Buyer*"). Seller and Buyer are sometimes collectively referred to herein as the "*Parties*."

RECITALS

WHEREAS, pursuant to the Business Transfer Agreement dated October 2, 2011 by and between Firemint Proprietary Limited ("*Firemint*") and Seller (the "*Business Transfer Agreement*") and Intellectual Property Assignment Agreement dated October 2, 2011 by and between Firemint and Seller, Seller obtained inter alia all Intellectual Property Rights (as defined herein) relating to the business carried on by Firemint as of October 2, 2011 (the "*Firemint Intellectual Property Rights*") with effect from that date.

WHEREAS, pursuant to the Intellectual Property Purchase Agreement effective as of October 2, 2011 by and between Buyer and Seller (the "*IP Purchase Agreement*"), Buyer obtained inter alia all of the Firemint Intellectual Property Rights from Seller.

WHEREAS, to further the Parties' business purposes and for good and sufficient consideration, the receipt and sufficiency of which is hereby acknowledged, Buyer wishes to obtain by assignment, and Seller wishes to assign to Buyer, all right, title and interest in the Firemint Intellectual Property Rights by entering into this confirmatory Assignment Agreement.

Now, therefore, the Parties agree as follows:

1. Assignment of Intellectual Property Rights. Seller hereby transfers, assigns and conveys to Buyer all of Seller'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 all of the Firemint Intellectual Property Rights. "*Intellectual Property Rights*" shall mean any or all of the following: (i) all patent rights; (ii) all inventions (whether patentable or not), invention disclosures, improvements, trade secrets, proprietary information, confidential information, know how, technology, processes, designs, and all documentation relating to any of the foregoing; (iii) all works of authorship in any media, and all copyrights, copyright registrations and applications therefor, and all other rights, including authors' or moral rights, rights to make derivative works and neighboring rights, corresponding thereto throughout the world; (iv) all trade names, logos, common law trademarks and service marks, Internet domain names, trademark and service mark registrations and applications therefor throughout the world; (v) all computer software, including all source code, object code, firmware, development tools, files, records and data, and all media on which any of the foregoing is recorded; (vi) with respect to subsections (i), (iii) and (iv) above, all corresponding recordings, licenses or similar agreements; and (vii) any other intellectual property or proprietary rights and (viii) any similar or equivalent rights to any of the foregoing anywhere in the world, owned or otherwise held by Seller as of the Effective Date. For the sake of clarity, "Intellectual Property Rights" include but are not limited to the registered intellectual property set forth on Schedule A attached hereto (trademark/service marks, applications, copyrights and

domain names) and all rights to receive any of the foregoing, rights corresponding to the foregoing and all proceeds thereof. In the event that any Intellectual Property Right that is owned by, or filed in the name of, Seller, but not included in Schedule A is identified, discovered or found, then Seller shall duly transfer, assign and convey such Intellectual Property Right to Buyer and such Intellectual Property Right shall be deemed to be incorporated and be deemed part of such Schedule A. Seller represents that Seller has all of the rights, titles, and interests to convey the Firemint Intellectual Property Rights as set forth herein, and covenants that Seller 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 Seller's business.

2. Authorizations. Seller 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 and all patents and patent applications, included in the Firemint Intellectual Property Rights, respectively, to Buyer as assignee of Seller's entire right, title and interest therein, and to issue to Buyer all trademark registrations and all patents referred to above which may issue with respect to such Firemint Intellectual Property Rights in or outside the United States, in accordance with this Assignment Agreement. Seller 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 Firemint Intellectual Property Rights to Buyer as assignee of Seller's entire right, title and interest therein, and to issue to Buyer all copyright registrations referred to above which may issue with respect to such Firemint Intellectual Property Rights in or outside the United States, in accordance with this Assignment Agreement. Seller will cooperate with Buyer to transfer ownership and management of domain names to Buyer or its designee pursuant to the current procedures promulgated by the appropriate domain name registrar for modifying a domain record. Buyer will bear all costs related to the recordation of the Firemint Intellectual Property Rights.

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, Seller agrees to execute and deliver to Buyer 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 Buyer full right, title and interest in and to the Firemint Intellectual Property Rights.

4. Substitution and Subrogation. The assignment, transfer and conveyance contained herein is made with full powers of substitution and subrogation of Buyer in and to all covenants and warranties heretofore given or made by third parties to Seller in respect of the Firemint 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. Amendments. 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.

[Remainder of page left intentionally blank]

IN WITNESS WHEREOF, this Assignment Agreement has been executed by the Parties as of the Effective Date by their authorized representatives as set forth below:

**ELECTRONIC ARTS PROPRIETARY
LIMITED**

By: _____

Name: Mark Bradley

Title: Director


ELECTRONIC ARTS INC.

By:  _____

Name: Stephen G. Bené

Title: SVP, General Counsel & Corporate Secretary

**ELECTRONIC ARTS PROPRIETARY
LIMITED**

By:  _____

Name: Stephen G. Bené

Title: Director

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ELECTRONIC ARTS PROPRIETARY LIMITED

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Title: Director

ELECTRONIC ARTS INC.

By: _____

Name: Stephen G. Bené

Title: SVP, General Counsel & Corporate Secretary

ELECTRONIC ARTS PROPRIETARY LIMITED

By: _____

Name: Stephen G. Bené

Title: Director

SCHEDULE A
TRADEMARK/SERVICE MARKS, APPLICATIONS, COPYRIGHTS AND DOMAIN NAMES

TRADEMARKS

	<i>Number</i>	<i>Jurisdiction</i>
FIREMINT	1028353	AUSTRALIA
FIREMINT	1057891	MADRID PROTOCOL: JP, US, EU
FIREMINT (LOGO)	APP 1396549	AUSTRALIA
FIREMINT (LOGO)	APP 835981	NEW ZEALAND
RICHMOTION	1028353	AUSTRALIA
FLIGHT CONTROL	130948	AUSTRALIA
FLIGHT CONTROL	APP 77/876143	USA
FIREMINT REAL RACING	1258523	AUSTRALIA
FIREMINT REAL RACING	3,721,272	USA
REAL RACING	1258522	AUSTRALIA
REAL RACING	3,887,816	USA
AGENT SQUEEK	1326168	AUSTRALIA
AGENT SQUEEK	3,859,439	USA
AGENT SQUEEK	1040949	MADRID PROTOCOL: EU
HELICOPTER LOVE STORIES	1348847	AUSTRALIA
HELICOPTER LOVE STORIES	1049094	MADRID PROTOCOL: JP, US, EU
CLOUDCELL	1259378	AUSTRALIA
CLOUDCELL.NET	1259382	AUSTRALIA
CLOUDCELL.COM	1259384	AUSTRALIA
CLOUDCELL	3724786	USA
SPY MOUSE	APP 1536511	CANADA
SPY MOUSE	APP 143828	AUSTRALIA
SPY MOUSE	APP 10136141	EU
SPY MOUSE	APP 85374978	USA
SPY MOUSE	APP 85374982	USA

U.S. COPYRIGHTS

	<i>Number</i>	<i>Jurisdiction</i>
FIREMINT REAL RACING	TX 7-126-581	USA
FLIGHT CONTROL	TX 7-126-605	USA
SPY MOUSE	PENDING	USA

DOMAIN NAMES

gomeko.com
firemint.com
cloudcell.net
cloudcell.com
agentsqueek.com