

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 (Canada) Inc. | | 08/31/2011 | CORPORATION: CANADA |
| RECEIVING PARTY DATA | | | |
| Name: | Electronic Arts Inc. | | |
| Street Address: | 209 Redwood Shores Parkway | | |
| City: | Redwood City | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94582 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 85377583 | TRADE NATIONS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 6506281422 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 650-628-1500 | | |
| Email: | trademarks@ea.com | | |
| Correspondent Name: | Vineeta Gajwani | | |
| Address Line 1: | 209 Redwood Shores Parkway | | |
| Address Line 4: | Redwood City, CALIFORNIA 94065 | | |
| NAME OF SUBMITTER: | Vineeta Gajwani | | |
| Signature: | /vg/ | | |
| Date: | 05/02/2012 | | |
| Total Attachments: 7 | | | |

900222006

TRADEMARK
 REEL: 004770 FRAME: 0318

CH \$40.00 85377583

source=IP Assignment EAC to EA Inc#page1.tif
source=IP Assignment EAC to EA Inc#page2.tif
source=IP Assignment EAC to EA Inc#page3.tif
source=IP Assignment EAC to EA Inc#page4.tif
source=IP Assignment EAC to EA Inc#page5.tif
source=IP Assignment EAC to EA Inc#page6.tif
source=IP Assignment EAC to EA Inc#page7.tif

INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT
BETWEEN
ELECTRONIC ARTS (CANADA), INC.
AND
ELECTRONIC ARTS INC.

This Intellectual Property Assignment Agreement (this "*Assignment Agreement*") is made and entered into as of August 31, 2011 (the "*Effective Date*") by and between ELECTRONIC ARTS (CANADA), INC., a British Columbia corporation with its office located at 4330 Sanderson Way, Burnaby, British Columbia V5G 4X1 ("*Assignor*") and ELECTRONIC ARTS INC., a Delaware corporation with its office located at 209 Redwood Shores Parkway, Redwood City, CA 94065, USA ("*Assignee*"). Assignor and Assignee are sometimes collectively referred to herein as the "*Parties*."

RECITALS

WHEREAS, pursuant to the Intellectual Property Assignment and Purchase Agreement dated August 31, 2011 by and between the Parties (the "*Agreement*") and subject to the terms of the Agreement, Assignor transferred inter alia all Intellectual Property Rights (as defined herein) relating to the Properties set forth on Schedule A to Assignee with effect from that date.

WHEREAS, pursuant to clauses 5 and 10 of the Agreement, Assignor agreed at the request of Assignee to execute and deliver all notices, assignments, executed transfers in registrable form and other documents required under any applicable law to vest the Intellectual Property Rights in Assignee.

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

Now, therefore, the Parties agree as follows:

1. Assignment of Intellectual Property Rights. 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 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 rights in 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 Assignor relating to the Properties set forth on Schedule A. For the sake of clarity, "Intellectual Property Rights" include but are not limited to the registered intellectual property set forth on Schedule B 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, Assignor, but not included in Schedule B is identified, discovered or found, then Assignor shall duly transfer, assign and convey such Intellectual Property Right to Assignee and such Intellectual Property Right shall be deemed to be incorporated and be deemed part of such Schedule B. 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 and all patents and patent 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 and all patents 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. Assignee will bear all costs related to the recordation of the 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, 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. 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 (CANADA), INC.

By:  _____

Name: Jonathan Lutz

Title: Authorized Signatory

ELECTRONIC ARTS INC.

By: _____

Name: Stephen G. Bené

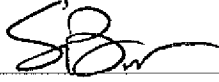
Title: Authorized Signatory

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 (CANADA), INC.

ELECTRONIC ARTS INC.

By: _____

By:  _____

Name: Jonathan Lutz

Name: Stephen G. Bené

Title: Authorized Signatory

Title: Authorized Signatory