

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															
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Evolution Studios Limited</td> <td></td> <td>06/14/2013</td> <td>Company registered in England: UNITED KINGDOM</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Evolution Studios Limited		06/14/2013	Company registered in England: UNITED KINGDOM				
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<table border="1"> <tr> <td>Name:</td> <td>Sony Computer Entertainment Europe Limited</td> </tr> <tr> <td>Street Address:</td> <td>10 Great Marlborough Street</td> </tr> <tr> <td>City:</td> <td>London</td> </tr> <tr> <td>State/Country:</td> <td>UNITED KINGDOM</td> </tr> <tr> <td>Postal Code:</td> <td>W1F 7LP</td> </tr> <tr> <td>Entity Type:</td> <td>Company registered in England: UNITED KINGDOM</td> </tr> </table>				Name:	Sony Computer Entertainment Europe Limited	Street Address:	10 Great Marlborough Street	City:	London	State/Country:	UNITED KINGDOM	Postal Code:	W1F 7LP	Entity Type:	Company registered in England: UNITED KINGDOM
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<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>4315742</td> <td>DRIVE CLUB</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Registration Number:	4315742	DRIVE CLUB						
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CORRESPONDENCE DATA															
<p>Fax Number: 5123225201</p> <p><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Phone: (512) 322-5200</p> <p>Email: tmcentral@pirkeybarber.com</p> <p>Correspondent Name: Sherri L. Eastley at Pirkey Barber PLLC</p> <p>Address Line 1: 600 Congress Avenue, Suite 2120</p> <p>Address Line 4: Austin, TEXAS 78701</p>															
ATTORNEY DOCKET NUMBER:	BOUL011US														
DOMESTIC REPRESENTATIVE															
<p>Name: Sherri L. Eastley of Pirkey Barber PLLC</p> <p>Address Line 1: 600 Congress Avenue, Suite 2120</p>															

OP \$40.00 4315742

Address Line 4: Austin, TEXAS 78701

NAME OF SUBMITTER:

Sherri L. Eastley

Signature:

/Sherri L. Eastley/

Date:

07/11/2013

Total Attachments: 2

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THIS ASSIGNMENT made this 14TH day of JUNE 2013

BETWEEN :

(1) EVOLUTION STUDIOS LIMITED being a company registered in England with No. 03754597 and having its registered office at 10 Great Marlborough Street, London W1F 7LP (" the Assignor ") and

(2) SONY COMPUTER ENTERTAINMENT EUROPE LIMITED being a company registered in England with No. 03277793 and having its registered office at 10 Great Marlborough Street, London W1F 7LP (" the Assignee ")

IT IS AGREED :

1. Definitions

In this Assignment the term " Trade Marks " shall mean :

1.1 the trade mark registered in the United Kingdom with No. 2351220 being DRIVE CLUB (word) in Classes 9 / 41 / 42 and

1.2 the trade mark registered in the European Union with No. 3870631 being DRIVE CLUB (word) in Classes 9 / 41 / 42 and

1.3 the trade mark registered in the United States with No. 3067514 being DRIVE CLUB (word) in Classes 9 / 41 / 42 and

1.4 the trade mark registered in the United States with No. 4315742 being DRIVE CLUB (word) in Classes 9 / 41 / 42

all being trade marks being registered in the name of the Assignor

2. Preliminary

The Assignor has agreed to assign the Trade Marks to the Assignee on the terms and conditions set out below

3. Assignment

In consideration of the sum of £ 1 (one pound) now paid by the Assignee to the Assignor (the sufficiency and receipt of which the Assignor acknowledges) the Assignor with full title guarantee assigns the Trade Marks and all goodwill attaching thereto to the Assignee absolutely with all the Assignor's rights and interest in respect of the Trade Marks including all statutory and common law rights and the right to sue for past infringements and to retain damages obtained as a result of such action

4. Registration of New Proprietor

The Assignor agrees with the Assignee at the direction and expense of the Assignee to execute any further document that the Assignee may reasonably require to enable the Assignee to be entered on record as the owner of any and all of the Trade Marks

5. Assignor's Warranties and Indemnity

The Assignor warrants that :

5.1 The Assignor is the owner of the Trade Marks and has full power to enter into this Assignment

5.2 The Assignor has not granted any assignments by way of security or charges or any licences to use the Trade Marks (save for any licences granted to the Assignee) on any date prior to the date of this Assignment

5.3 The Assignor has not knowingly caused or permitted anything which may either endanger the continuing registration of the Trade Marks or prevent the Assignee being entered on record as the owner of any and all of the Trade Marks

6. Proper Law and Jurisdiction

This Assignment shall be governed by the laws of England in every particular including formation and interpretation and in the event of any difference or dispute arising in relation to this Assignment both parties agree to submit to the jurisdiction of a court or competent tribunal in England

Signed: _____

For and on behalf of
EVOLUTION STUDIOS LIMITED

Signed: _____

For and on behalf of
SONY COMPUTER ENTERTAINMENT
EUROPE LIMITED