

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
ITV NETWORK LIMITED		07/15/2013	CORPORATION: UNITED KINGDOM

**RECEIVING PARTY DATA**

Name:	ITV RIGHTS LIMITED
Street Address:	The London Television Centre
Internal Address:	Upper Ground
City:	London
State/Country:	UNITED KINGDOM
Postal Code:	SE1 9LT
Entity Type:	CORPORATION: UNITED KINGDOM

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	4119952	ITV STUDIOS

**CORRESPONDENCE DATA**

Fax Number: 9497609502  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 310-551-3450  
 Email: efilling@knobbe.com  
 Correspondent Name: Jonathan A. Hyman  
 Address Line 1: 2040 Main Street, 14th Floor  
 Address Line 2: Knobbe Martens Olson & Bear LLP  
 Address Line 4: Irvine, CALIFORNIA 92614

ATTORNEY DOCKET NUMBER:	OLSW10.001TUS
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**DOMESTIC REPRESENTATIVE**

OP \$40.00 4119952

Name: Jonathan A. Hyman  
Address Line 1: 2040 Main Street, 14th Floor  
Address Line 2: Knobbe Martens Olson & Bear LLP  
Address Line 4: Irvine, CALIFORNIA 92614

NAME OF SUBMITTER:

Jonathan A. Hyman

Signature:

/jhh/

Date:

11/04/2013

Total Attachments: 4

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**DEED OF ASSIGNMENT**

- (1) **ITV NETWORK LIMITED**
- (2) **ITV RIGHTS LIMITED**

THIS DEED OF ASSIGNMENT is made on 15/7/2013

**BETWEEN**

- (1) **ITV NETWORK LIMITED**, a company incorporated in England and Wales (registered number 00603893) whose registered office is at The London Television Centre, Upper Ground, London, SE1 9LT ("Assignor");
- (2) **ITV RIGHTS LIMITED**, a company incorporated in England and Wales (registered number 06633451) whose registered office is at The London Television Centre, Upper Ground, London, SE1 9LT ("Assignee"); and

**RECITALS:**

- (A) The Assignor is the proprietor of the trade mark set out in the Schedule (the "Trade Mark").
- (B) The Assignor has agreed to assign the Trade Mark and the associated Goodwill to the Assignee on the terms set out in this Deed.

**IT IS AGREED** as follows:

**1. ASSIGNMENT**

The Assignor hereby assigns to the Assignee all legal and beneficial rights and title which it has in and to the Trade Mark, including, for the avoidance of doubt, such goodwill as it is able and may have in the Trade Mark, all rights to claim priority or seniority (if any) from any of the Trade Mark, all common law rights of the Assignor in relation to the Trade Mark and all rights of the Assignor to sue for past, present or future infringements, passing off and damages in relation to any and each of the Trade Mark.

**2. FURTHER ASSURANCE**

The Assignor shall execute all such documents and do all such acts as may be necessary to enable the Assignee to register the assignment contemplated at Clause 1 with the relevant local Trade Mark Registry and to otherwise give effect to the terms of this Deed.

**3. GOVERNING LAW AND JURISDICTION**

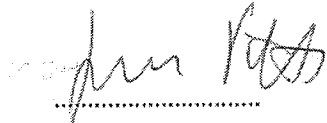
- 3.1 The validity, construction and performance of this Agreement shall be governed by and construed in accordance with the laws of England and Wales.
- 3.2 Each party agrees to submit to the exclusive jurisdiction of the High Court of England and Wales over any claim, dispute or matter arising under or in connection with this Deed.

This document has been executed as a deed and is delivered and takes effect on the date stated at the beginning of it.

Executed as a deed by **ITV NETWORK LIMITED**

acting by [ SIMON PITTS ] a director and

[ HELEN TROTZ ], a director/its secretary



[Director]



[Director OR Secretary]

Executed as a deed by **ITV RIGHTS LIMITED**

acting by [ HELEN TROTZ ] a director and

[ RACHEL SMITH ], a director/its secretary



[Director]



[Director OR Secretary]

**SCHEDULE 1**

**Trade Marks**

<b>Mark</b>	<b>Country</b>	<b>Status</b>	<b>Registration Number</b>	<b>Application Number</b>	<b>Registration Date</b>
ITV STUDIOS	USA	Registered	4119952	77744292	3 April 2012