

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM307234

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Oxford Analytica Limited		04/18/2013	limited company (Ltd.): UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Willis Group Limited		
Street Address:	51 Lime Street		
City:	London EC3M 7DQ		
State/Country:	UNITED KINGDOM		
Entity Type:	limited company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85570202	VAPOR	
CORRESPONDENCE DATA			
Fax Number:	9497609502		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	949-760-0404		
Email:	efiling@knobbe.com		
Correspondent Name:	Andrew H. Simpson		
Address Line 1:	2040 Main Street, 14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	BCKG2.001TUS		
DOMESTIC REPRESENTATIVE			
Name:	Andrew H. Simpson		
Address Line 1:	2040 Main Street, 14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
NAME OF SUBMITTER:	Andrew H. Simpson		
SIGNATURE:	/Andrew H. Simpson/		
DATE SIGNED:	06/10/2014		
Total Attachments: 4			
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DATED

18th APR

2013

(1) Oxford Analytica Limited

- and -

(2) Willis Group Limited

TRADE MARK ASSIGNMENT

THIS ASSIGNMENT is made on

2013

BETWEEN

- (1) **Oxford Analytica Limited**, of 5 Alfred Street, Oxford, OX1 4EH, United (“Assignor”); and
- (2) **Willis Group Limited**, of 51 Lime Street, London, EC3M 7DQ, United Kingdom (“Assignee”).

WHEREAS

- (1) The Assignor is the proprietor of the registered trade mark and applications (“Marks”) short particulars of which are set out in the Schedule to this assignment.
- (2) The Assignee wishes to purchase an equal and undivided share of the Marks from the Assignor.

ASSIGNMENT

1. In consideration of the sum of £1 (receipt of which is hereby acknowledged) the Assignor ASSIGNS with full title guarantee an equal and undivided share in the Marks to the Assignee all right, title and interest to the Mark together with all rights attaching thereto and the right to sue for past infringements and to retain any damages obtained as a result of such action to be held by the Assignee and Assignor as joint tenants.
2. This assignment is made with the goodwill attaching to and symbolised by the Mark.
3. The Assignor represents and warrants that:
 - (a) it is the sole legal and beneficial owner of, and owns all the rights and interests in, the Marks;
 - (b) it is properly registered as the applicant or registered proprietor of the Marks in the territories specified in the Schedule;
 - (c) it has not given any third party permission to use any Mark or otherwise licensed or assigned any of the rights under the Marks;
 - (d) each Mark is free from any security interest, option, mortgage, charge or lien;
 - (e) it is unaware of any infringement or likely infringement of any Mark;

- (f) no claim has been made by a third party that disputes the right of the Assignor to use any Mark and it is unaware of any circumstances likely to give rise to a claim;
4. The Assignor agrees that it will at the request of the Assignee at all times hereafter do all such acts and execute such documents as may reasonably be necessary or desirable both to secure the vesting in the Assignee of all rights assigned to it in this agreement and to assist in the resolution of any question concerning the Marks.
 5. No term of this assignment is enforceable under the Contracts (Rights of Third Parties) Act 1999 by a person who is not party to this assignment.
 6. This assignment is governed by English law and is subject to the exclusive jurisdiction of the English Courts.

THE SCHEDULE

Trade Mark	Country	Number	Classes
VALUE AT POLITICAL RISK	CTM	010714202	9, 35, 36, 41, 45
VALUE AT POLITICAL RISK	USA	85/682182	9, 35, 36, 41, 45
VAPOR	CTM	010714178	9, 35, 36, 41, 45
VAPOR	USA	85/570202	9, 35, 36, 41, 43

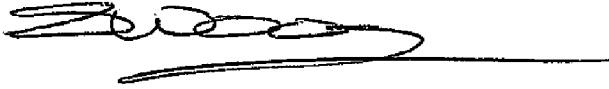
IN WITNESS of which the parties have executed this assignment as follows:

SIGNED for and on behalf of)
Oxford Analytica Limited)



By (print name) : EDWARD ANDREW BACKHOUSE
Position : FINANCE & OPERATIONS DIRECTOR

SIGNED for and on behalf of)
Willis Group Limited)



By (print name) :
Position :

STEPHEN WOOD
DIRECTOR