

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM341137

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|---|--|------------------------|---------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| The Honorable East India Company Ltd | | 03/26/2015 | limited company: UNITED KINGDOM |
| RECEIVING PARTY DATA | | | |
| Name: | The East India Company Holdings Pte. Ltd | | |
| Street Address: | 150 Orchard Road Orchard Plaza | | |
| City: | Singapore | | |
| State/Country: | SINGAPORE | | |
| Postal Code: | 238841 | | |
| Entity Type: | limited company: SINGAPORE | | |
| PROPERTY NUMBERS Total: 4 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 85115527 | 4 EIC | |
| Registration Number: | 4257838 | 4 EIC | |
| Serial Number: | 85804010 | THE EAST INDIA COMPANY | |
| Serial Number: | 85115746 | THE EAST INDIA COMPANY | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3124643111 | | |
| <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: | 312-464-3100 | | |
| Email: | chicagopto@loeb.com | | |
| Correspondent Name: | Douglas N. Masters | | |
| Address Line 1: | 321 N. Clark St., Suite 2300 | | |
| Address Line 4: | Chicago, ILLINOIS 60654 | | |
| ATTORNEY DOCKET NUMBER: | 218001-10001 | | |
| NAME OF SUBMITTER: | Douglas N. Masters | | |
| SIGNATURE: | /Douglas N. Masters/ | | |
| DATE SIGNED: | 05/13/2015 | | |
| Total Attachments: 2 | | | |
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CH \$115.00 85115527

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is effective as of 26/03/2015 and between The Honorable East India Company Ltd ("Assignor"), a limited company (Ltd.) UNITED KINGDOM, having a place of business at 7-8 Conduit Street London, United Kingdom, W1S2XF and The East India Company Holdings Pte. Ltd ("Assignee"), a limited company (Ltd.) SINGAPORE, having a place of business at 150 Orchard Road Orchard Plaza, 238841, Singapore.

WHEREAS, Assignor owns all the right, title and interest in and to the trademark shown in the attached schedule ("Exhibit A"), and any common law rights related to the trademark ("Trademark"), together with the goodwill symbolized by and associated with the Trademark, including but not limited to the trademark registration listed in Exhibit A;

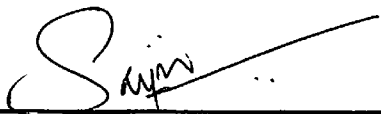
WHEREAS, Assignee desires to acquire all of Assignor's right, title and interest in and to the Trademark, and any common law rights related to the Trademark for the sum of £1 (pound sterling), together with the goodwill symbolized by and associated with the Trademark, including but not limited to the trademark registration listed in Exhibit A;

WHEREAS, Assignor desires to assign to Assignee all of its right, title and interest in and to the Trademark, and any common laws rights related to the Trademark, together with the goodwill symbolized by and associated with the Trademark, including but not limited to the trademark registration listed in Exhibit A.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Trademark, and any common laws rights related to the Trademark, together with the goodwill symbolized by and associated with the Trademark, including but not limited to the trademark registration listed in Exhibit A.

ASSIGNOR:

The Honorable East India Company Ltd.

By: 

Print name: SANTIN MEHTA

Print Title: DIRECTOR

EXHIBIT A
TRADEMARKS

| | Mark | Status | Country | App. No. | Reg. No. |
|----|------------------------|------------|---------|----------|----------|
| 1. | 4 EIC LOGO | Pending | US | 85115527 | |
| 2. | 4 EIC LOGO | Registered | US | 85977896 | 4257838 |
| 3. | THE EAST INDIA COMPANY | Pending | US | 85804010 | |
| 4. | THE EAST INDIA COMPANY | Pending | US | 85115746 | |



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