

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM352394

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Big Blue Parrot, Ltd.		08/13/2015	Limited company: ISRAEL
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Playtika Ltd.		
<b>Street Address:</b>	23 Menachem Begin Street		
<b>Internal Address:</b>	15th Floor		
<b>City:</b>	Tel Aviv		
<b>State/Country:</b>	ISRAEL		
<b>Postal Code:</b>	66183		
<b>Entity Type:</b>	Limited company: ISRAEL		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4335778	POKER FRIENDS	
<b>Registration Number:</b>	4529277	SHOUTOUT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9015902202		
<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>			
<b>Phone:</b>	901-590-0493		
<b>Email:</b>	trademark@caesars.com		
<b>Correspondent Name:</b>	Jane Tyler		
<b>Address Line 1:</b>	5885 Ridgeway Center Parkway		
<b>Address Line 4:</b>	Memphis, TENNESSEE 38120		
<b>ATTORNEY DOCKET NUMBER:</b>	PLAYTIKA PARROT		
<b>NAME OF SUBMITTER:</b>	Jane E. Tyler		
<b>SIGNATURE:</b>	/jane e. tyler/		
<b>DATE SIGNED:</b>	08/24/2015		
<b>Total Attachments: 4</b>			
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source=TM Assignment-Signed Big Blue Parrot to Playtika#page2.tif			
source=TM Assignment-Signed Big Blue Parrot to Playtika#page3.tif			

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## TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made effective as of August 13, 2015, by and between Big Blue Parrot Ltd., a company organized under the laws of Israel ("Assignor"), and Playtika Ltd., a company organized under the laws of Israel ("Assignee").

WHEREAS, Assignor owns and has been using or intends to use in commerce the trademarks identified in Schedule A, attached hereto and incorporated herein by this reference (the "Trademarks");

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated August 13, 2015, by and among Assignor and Assignee (the "Purchase Agreement"), Assignor has agreed to assign to Assignee, for the consideration and upon the terms and subject to the conditions set forth in the Purchase Agreement, the Trademarks; and

WHEREAS, to effect the transfer of the Trademarks as contemplated in the Purchase Agreement, Assignor and Assignee desire to enter into this Agreement.

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

1. Definitions. Each capitalized term used but not defined in this Assignment shall have the meaning ascribed to it in the Purchase Agreement.
2. Assignment. Assignor does hereby, as of the date hereof, assign, transfer and sell to Assignee all of Assignor's right, title, and interest in and to the Trademarks and any federal or state registrations or applications for registration related thereto, together with (i) all of Assignor's common law rights and all goodwill associated therewith, (ii) all of Assignor's rights to sue for past, present or future infringement or other violation and to collect all past, present and future damages related thereto, and (iii) all of Assignor's rights corresponding thereto throughout the world. With respect to any Trademarks which are filed on the basis of Assignor's "intent to use" such Trademarks and as to which a verified statement of use or amendment to allege use has not yet been filed with the United States Patent and Trademark Office as of the date hereof, the parties acknowledge that Assignee is a successor to the business of the Assignor or to the portion of the business to which such Trademarks apply, which business is ongoing and existing. Assignor further agrees to cease all use of the Trademarks as trademarks, service marks, domain names, trade names, company names or otherwise as of the date hereof.
3. Recordation. Assignor hereby authorizes and requests the United States Patent and Trademark Office and any other applicable Governmental or Regulatory Authority or registrar (including any applicable foreign or international office or registrar), to record Assignee as the owner of the Trademarks, and to issue any and all Trademarks to Assignee, as assignee of Assignor's entire right, title and interest in, to, and under the same. Assignee shall have the right to record this Assignment with all applicable governmental authorities and registrars so as to perfect its ownership of the Trademarks.

4. Further Assurances. Assignor further agrees to: (a) reasonably cooperate with Assignee in the prosecution of any applications for registration of the Trademarks; (b) execute, verify, acknowledge and deliver all such further assurances, documents and instruments, including trademark applications and instruments of transfer reasonably required; and (c) perform such other acts as Assignee may reasonably request to obtain, maintain, protect or enforce the Trademarks.

5. Counterparts. This Assignment may be executed in multiple counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same instrument.

*(The remainder of this page has been intentionally left blank)*

IN WITNESS WHEREOF, the undersigned have caused this Trademark Assignment to be executed as of the date above first written.

ASSIGNOR

BIG BLUE PARROT LTD.

01/01/2019 11:11:17

Big Blue Parrot Ltd.

By: \_\_\_\_\_

Name: Gilad Almog

Title: CEO

ASSIGNEE

PLAYTIKA LTD.

By: \_\_\_\_\_

Name:

Title:

01/01/2019 11:11:17  
PLAYTIKA LTD  
314934133.00

Schedule A

Trademarks

Mark	Registration Number	Serial Number	Filing Date	Class/Goods and Services
POKER FRIENDS	4335778	85/482905	11/29/2011	Class 9 -- Computer game software.
SHOUTOUT	4529277	86/077848	5/13/2014	Class 9 -- Computer application software for mobile phones, portable media players, handheld computers, namely, software for use in playing games; Downloadable electronic game programs; Electronic game software.