

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM358322

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
EA Digital Illusions CE AB		04/01/2015	CORPORATION: SWEDEN
RECEIVING PARTY DATA			
Name:	Electronic Arts Inc.		
Street Address:	209 Redwood Shores Parkway		
Internal Address:	Legal Department		
City:	Redwood City		
State/Country:	CALIFORNIA		
Postal Code:	94065		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 27			
Property Type	Number	Word Mark	
Registration Number:	4563916	BATTLEFIELD	
Registration Number:	4563794	BATTLEFIELD	
Registration Number:	2834254	BATTLEFIELD 1942	
Registration Number:	3948353	BATTLEFIELD 1943	
Registration Number:	4132579	BATTLEFIELD 3	
Registration Number:	4132578	BATTLEFIELD 3	
Registration Number:	4132577	BATTLEFIELD 3	
Registration Number:	4481777	BATTLEFIELD 4	
Registration Number:	4478648	BATTLEFIELD 4	
Registration Number:	4753201	BATTLEFIELD HARDLINE	
Registration Number:	4753200	BATTLEFIELD HARDLINE	
Registration Number:	3759307	BATTLEFIELD HEROES	
Registration Number:	4291448	BATTLELOG	
Registration Number:	4264072	BATTLELOG	
Registration Number:	4261479	BATTLELOG	
Registration Number:	4261478	BATTLELOG	
Registration Number:	4690798	DICE	
Registration Number:	4690803	DICE	

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Property Type	Number	Word Mark
Registration Number:	4690802	DICE
Registration Number:	4682202	
Registration Number:	4682201	
Registration Number:	4682200	
Registration Number:	4682199	
Registration Number:	3806033	MIRROR'S EDGE
Registration Number:	3806032	MIRROR'S EDGE
Registration Number:	3806031	MIRROR'S EDGE
Serial Number:	86566932	FROSTBITE

CORRESPONDENCE DATA

Fax Number: 6506281422

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.

Phone: 650-628-1500

Email: trademarks@ea.com

Correspondent Name: Vineeta Gajwani

Address Line 1: 209 Redwood Shores Parkway

Address Line 2: Legal Department

Address Line 4: Redwood City, CALIFORNIA 94065

NAME OF SUBMITTER:	Vineeta Gajwani
SIGNATURE:	/vg/
DATE SIGNED:	10/12/2015

Total Attachments: 6

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INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

This Intellectual Property Assignment Agreement (this “**Assignment Agreement**”) is made and entered into as of April 1, 2015 (the “**Effective Date**”) by and between EA Digital Illusions CE AB, a company organized under the laws of Sweden with its office located at Katarinavagen 15, Stockholm Sweden (“**Assignor**”) and Electronic Arts Inc., a company organized under the laws of the State of Delaware with its main office located at 209 Redwood Shores Parkway, Redwood City, California 94065, United States of America (“**Assignee**”). Assignor and Assignee are sometimes collectively referred to herein as the “**Parties**.”

RECITALS

WHEREAS, Assignor is the owner of all rights, title and interest in and to the Intellectual Property and Marks (as defined below);

WHEREAS, to further the Parties’ business purposes and for good and sufficient consideration, the receipt and sufficiency of which is hereby acknowledged, Assignee wishes to obtain by assignment, and Assignor wishes to assign to Assignee, all right, title and interest in the Intellectual Property and the Marks (defined herein).

Now, therefore, the Parties agree as follows:

1. Assignment of Intellectual Property and Marks. Assignor hereby transfers, assigns and conveys to Assignee all of Assignor’s right, title and interest, in and to the Intellectual Property and the Marks, including all goodwill associated with the use of the Intellectual Property and the Marks. “Intellectual Property” shall mean any or all of the following: (i) all inventions (whether patentable or not), invention disclosures, improvements, trade secrets, proprietary information, confidential information, know how, technology, processes, designs, and all documentation relating to any of the foregoing; (ii) copyrights, copyright registrations and applications for copyright registration, and content and works of authorship, including authors’ or moral rights, rights to make derivative works and neighboring rights and any related or equivalent rights where such rights are not deemed copyright under applicable law, (iii) all computer software, including all source code, object code, firmware, development tools, files, records and data, and all media on which any of the foregoing is recorded; and (iv) any other intellectual property or proprietary rights exclusive of the Marks. “Marks” shall mean any or all of the following: (i) all trademarks, trade names, trade dress, logos, common law trademarks and service marks, Internet domain names, corresponding trademark and service mark registrations and applications throughout the world; and (ii) any similar or equivalent rights to any of the foregoing anywhere in the world, owned or otherwise held by Assignor as of the Effective Date. For the sake of clarity, the Marks include but are not limited to the intellectual property set forth on Schedule A attached hereto.

2. Authorizations. Assignor hereby authorizes the appropriate empowered officials or issuing authorities in relevant jurisdictions, as applicable, to record the transfer of all Assignor’s entire right, title and interest in the Assigned Intellectual Property and Marks to Assignee as the owner, claimant, assignee or otherwise, as the case may be, and to issue to Assignee all trademark and copyright registrations referred to above which may issue with respect to the Assigned Intellectual Property and Marks, in accordance with this Assignment Agreement.

3. Further Documents. If at any time after the Effective Date, any further action is necessary or desirable to carry out the purposes of this Assignment Agreement, Assignor agrees to execute and deliver to Assignee such further instruments as may be reasonably required to carry out or effectuate the purposes and intent of this Assignment Agreement and to vest in Assignee full right, title and interest in and to the Assigned Intellectual Property and Marks.

4. Substitution and Subrogation. The assignment, transfer and conveyance contained herein is made with full powers of substitution and subrogation of Assignee in and to all covenants and warranties heretofore given or made by third parties to Assignor in respect of the Assigned Intellectual Property and Marks.

5. Binding Effect. This Assignment Agreement shall bind and inure to the benefit of the respective Parties and their successors, assigns, and transferees.

6. Governing Law. This Assignment Agreement shall be construed and enforced in accordance with the laws of the State of California without giving effect to the principles of choice of law or conflicts of law thereof.

7. Counterparts. This Assignment Agreement may be executed in two or more counterparts, each of which shall be deemed an original, but all of such counterparts together shall constitute one and the same instrument.

8. Headings. The subject headings of this Assignment Agreement are included for purposes of convenience only, and shall not affect the construction or interpretation of any provision of this Assignment Agreement.

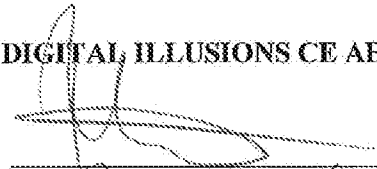
9. Amendments. No modification or amendment to this Assignment Agreement shall be binding upon the parties unless in writing and executed by the duly authorized representative of each of the parties.

IN WITNESS WHEREOF, this Assignment Agreement has been executed by the Parties as of the Effective Date by their authorized representatives as set forth below:

ELECTRONIC ARTS INC.

EA DIGITAL ILLUSIONS CE AB

By:  _____

By:  _____

Name: Jacob Schatz _____

Name: Patricia Soderlund _____

Title: SVP General Counsel & Corporate _____

Title: EVP, EA Studios _____

Secretary

SCHEDULE A

TRADEMARK	COUNTRY	TRADEMARK STATUS	APP./REG. NO.
an jing mi zong (MIRROR'S EDGE in Chinese characters)	China	Registered	Reg. No. 6528009
an jing mi zong (MIRROR'S EDGE in Chinese characters)	China	Registered	Reg. No. 6528011
an jing mi zong (MIRROR'S EDGE in Chinese characters)	China	Registered	Reg. No. 6528010
BATTLEFIELD	Brazil	Pending	App. No. 840324154
BATTLEFIELD	Brazil	Pending	App. No. 840324162
BATTLEFIELD	Canada	Pending	App. No. 1718324
BATTLEFIELD	China	Registered	Reg. No. 10411633
BATTLEFIELD	CTM	Registered	Reg. No. 011270923
BATTLEFIELD	Russian Federation	Registered	Reg. No. 395386
BATTLEFIELD	United States of America	Registered	Reg. No. 4563916
BATTLEFIELD	United States of America	Registered	Reg. No. 4563794
BATTLEFIELD	WIPO	Registered	Reg. No. 1249229
BATTLEFIELD & design	China	Registered	Reg. No. 9376454
BATTLEFIELD & design	Sweden	Registered	Reg. No. 0408568
BATTLEFIELD & design	WIPO	Registered	Reg. No. 835035
BATTLEFIELD (Cyrillic)	Russian Federation	Registered	Reg. No. 395385
BATTLEFIELD 1942	Canada	Registered	Reg. No. TMA609076
BATTLEFIELD 1942	Sweden	Registered	Reg. No. 0359315
BATTLEFIELD 1942	United States of America	Registered	Reg. No. 2834254
BATTLEFIELD 1942	WIPO	Registered	Reg. No. 779338
BATTLEFIELD 1942: SECRET WEAPONS OF WWII	Sweden	Registered	Reg. No. 0362642
BATTLEFIELD 1942: THE ROAD TO ROME	Sweden	Registered	Reg. No. 0362643
BATTLEFIELD 1943	CTM	Registered	Reg. No. 008225815
BATTLEFIELD 1943	United States of America	Registered	Reg. No. 3948353
BATTLEFIELD 2	Canada	Registered	Reg. No. TMA690718
BATTLEFIELD 2	Sweden	Registered	Reg. No. 0408567
BATTLEFIELD 2	WIPO	Registered	Reg. No. 825503
BATTLEFIELD 2 & design	Canada	Registered	Reg. No. TMA667306
BATTLEFIELD 2: ARMORED FURY	Sweden	Registered	Reg. No. 0380564
BATTLEFIELD 2: EURO FORCE	Sweden	Registered	Reg. No. 0380563
BATTLEFIELD 2: SPECIAL FORCES & design	Sweden	Registered	Reg. No. 0376147
BATTLEFIELD 2; SPECIAL FORCES & design	Canada	Registered	Reg. No. TMA705891
BATTLEFIELD 2142	Canada	Registered	Reg. No. TMA744636
BATTLEFIELD 2142	Sweden	Registered	Reg. No. 0408570

TRADEMARK	COUNTRY	TRADEMARK STATUS	APP./REG. NO.
BATTLEFIELD 2142	WIPO	Registered	Reg. No. 892711
BATTLEFIELD 3	Brazil	Pending	App. No. 840324200
BATTLEFIELD 3	Brazil	Pending	App. No. 840324219
BATTLEFIELD 3	Canada	Registered	Reg. No. TMA816592
BATTLEFIELD 3	CTM	Registered	Reg. No. 009299678
BATTLEFIELD 3	United States of America	Registered	Reg. No. 4132579
BATTLEFIELD 3	United States of America	Registered	Reg. No. 4132578
BATTLEFIELD 3	United States of America	Registered	Reg. No. 4132577
BATTLEFIELD 4	Brazil	Pending	App. No. 840324189
BATTLEFIELD 4	Brazil	Pending	App. No. 840324197
BATTLEFIELD 4	CTM	Registered	Reg. No. 011321601
BATTLEFIELD 4	United States of America	Registered	Reg. No. 4481777
BATTLEFIELD 4	United States of America	Registered	Reg. No. 4478648
BATTLEFIELD HARDLINE	Brazil	Pending	App. No. 908530323
BATTLEFIELD HARDLINE	Brazil	Pending	App. No. 908530447
BATTLEFIELD HARDLINE	Canada	Pending	App. No. 1697714
BATTLEFIELD HARDLINE	CTM	Registered	Reg. No. 012917761
BATTLEFIELD HARDLINE	United States of America	Registered	Reg. No. 4753201
BATTLEFIELD HARDLINE	United States of America	Registered	Reg. No. 4753200
BATTLEFIELD HARDLINE	WIPO	Registered	Reg. No. 1243647
BATTLEFIELD HEROES	Australia	Registered	Reg. No. 1243528
BATTLEFIELD HEROES	China	Registered	Reg. No. 6788238
BATTLEFIELD HEROES	China	Registered	Reg. No. 6788239
BATTLEFIELD HEROES	CTM	Registered	Reg. No. 006626551
BATTLEFIELD HEROES	Hong Kong	Registered	Reg. No. 301185660
BATTLEFIELD HEROES	India	Registered	Reg. No. 1724193
BATTLEFIELD HEROES	New Zealand	Registered	Reg. No. 789497
BATTLEFIELD HEROES	Singapore	Registered	Reg. No. T0807992A
BATTLEFIELD HEROES	South Africa	Registered	Reg. No. 200816025
BATTLEFIELD HEROES	South Africa	Registered	Reg. No. 200816024
BATTLEFIELD HEROES	Thailand	Registered	Reg. No. TM318445
BATTLEFIELD HEROES	Thailand	Registered	Reg. No. SM46248
BATTLEFIELD HEROES	United States of America	Registered	Reg. No. 3759307
BATTLEFIELD VIETNAM	Canada	Registered	Reg. No. TMA657044
BATTLEFIELD VIETNAM	Sweden	Registered	Reg. No. 0362644
BATTLEFIELD VIETNAM	WIPO	Registered	Reg. No. 808594
BATTLEFIELD: BAD COMPANY	Canada	Registered	Reg. No. TMA749959
BATTLEFIELD: BAD COMPANY	Sweden	Registered	Reg. No. 0387068
BATTLEFIELD: BAD COMPANY	WIPO	Registered	Reg. No. 911689
BATTLEFIELD: MODERN COMBAT	Canada	Registered	Reg. No. TMA643042

TRADEMARK	COUNTRY	TRADEMARK STATUS	APP./REG. NO.
BATTLEFIELD: MODERN COMBAT	Sweden	Registered	Reg. No. 0369195
BATTLEFIELD: MODERN COMBAT	WIPO	Registered	Reg. No. 825504
BATTLELOG	CTM	Registered	Reg. No. 010868636
BATTLELOG	United States of America	Registered	Reg. No. 4291448
BATTLELOG	United States of America	Registered	Reg. No. 4264072
BATTLELOG	United States of America	Registered	Reg. No. 4261479
BATTLELOG	United States of America	Registered	Reg. No. 4261478
DICE	Denmark	Registered	Reg. No. VR 2005 03593
DICE & design	Brazil	Pending	App. No. 907850383
DICE & design	Brazil	Pending	App. No. 907850413
DICE & design	Brazil	Pending	App. No. 907850472
DICE & design	Canada	Registered	Reg. No. TMA909088
DICE & design	Mexico	Pending	App. No. 1498175
DICE & design	Mexico	Pending	App. No. 1498139
DICE & design	Sweden	Registered	Reg. No. 0388487
DICE & design	United States of America	Registered	Reg. No. 4690798
DICE & design	United States of America	Registered	Reg. No. 4690803
DICE & design	United States of America	Registered	Reg. No. 4690802
DICE & design	WIPO	Registered	Reg. No. 931753
fengyun zhandi (BATTLEFIELD & design in Chinese characters 2)	China	Registered	Reg. No. 7636156
FROSTBITE	Canada	Pending	App. No. 1718325
FROSTBITE	Sweden	Registered	Reg. No. 0386598
FROSTBITE	United States of America	Pending	App. No. 86566932
FROSTBITE	WIPO	Registered	Reg. No. 916803
FROSTBITE HAND (2009) design	CTM	Registered	Reg. No. 013100656
FROSTBITE HAND (2009) design	United States of America	Registered	Reg. No. 4682202
FROSTBITE HAND (2009) design	United States of America	Registered	Reg. No. 4682201
FROSTBITE HAND (2011) design	Canada	Pending	App. No. 1711057
FROSTBITE HAND (2011) design	CTM	Registered	Reg. No. 013100532
FROSTBITE HAND (2011) design	United States of America	Registered	Reg. No. 4682200
FROSTBITE HAND (2011) design	United States of America	Registered	Reg. No. 4682199
FROSTBITE HAND (2011) design	WIPO	Registered	Reg. No. 1242706
MIRROR'S EDGE	Canada	Registered	Reg. No. TMA783806

TRADEMARK	COUNTRY	TRADEMARK STATUS	APP./REG. NO.
MIRROR'S EDGE	CTM	Registered	Reg. No. 006123129
MIRROR'S EDGE	Germany	Registered	Reg. No. 302008022038
MIRROR'S EDGE	Hong Kong	Registered	Reg. No. 301029195
MIRROR'S EDGE	New Zealand	Registered	Reg. No. 782345
MIRROR'S EDGE	Norway	Pending	App. No. 201502916
MIRROR'S EDGE	Republic of Korea (South)	Registered	Reg. No. 40-812607
MIRROR'S EDGE	Russian Federation	Registered	Reg. No. 398819
MIRROR'S EDGE	Singapore	Registered	Reg. No. T0800320H
MIRROR'S EDGE	South Africa	Registered	Reg. No. 200801812
MIRROR'S EDGE	South Africa	Registered	Reg. No. 200801810
MIRROR'S EDGE	South Africa	Registered	Reg. No. 200801811
MIRROR'S EDGE	Taiwan	Registered	Reg. No. 01377058
MIRROR'S EDGE	Thailand	Registered	Reg. No. TM306412
MIRROR'S EDGE	Thailand	Registered	Reg. No. SM42969
MIRROR'S EDGE	Thailand	Registered	Reg. No. TM305934
MIRROR'S EDGE	United Kingdom	Registered	Reg. No. 2484088
MIRROR'S EDGE & design	United States of America	Registered	Reg. No. 3806033
MIRROR'S EDGE & design	United States of America	Registered	Reg. No. 3806032
MIRROR'S EDGE & design	United States of America	Registered	Reg. No. 3806031
MIRROR'S EDGE (Cyrillic)	Russian Federation	Registered	Reg. No. 395752
MIRROR'S EDGE (with Katakana)	Japan	Registered	Reg. No. 5168319
MIRROR'S EDGE CATALYST	CTM	Pending	App. No. 014220396
MIRROR'S EDGE CATALYST	United States of America	Pending	App. No. 86653064
MIRROR'S EDGE CATALYST	United States of America	Pending	App. No. 86653066
MOTORHEAD	Sweden	Registered	Reg. No. 0329236
NETBAT	Sweden	Registered	Reg. No. 0383928
zhandi fengyun (BATTLEFIELD in Chinese characters 1)	China	Registered	Reg. No. 7615010
zhandi fengyun (BATTLEFIELD in Chinese characters 1) ONLINE	China	Registered	Reg. No. 11115609
zhandi fengyun (BATTLEFIELD in Chinese characters 3)	Hong Kong	Registered	Reg. No. 302494080