

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM360001

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sony Computer Entertainment Europe Limited		04/14/2015	LIMITED LIABILITY COMPANY: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Apple Inc.		
Street Address:	1 Infinite Loop		
Internal Address:	Ms 169-3IPL		
City:	Cupertino		
State/Country:	CALIFORNIA		
Postal Code:	95014		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4688881	BEATS.	
CORRESPONDENCE DATA			
Fax Number:	4088624086		
<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>			
Email:	trademarkdocket@apple.com		
Correspondent Name:	Apple Inc.		
Address Line 1:	1 Infinite Loop		
Address Line 2:	Ms 169-3IPL		
Address Line 4:	Cupertino, CALIFORNIA 95014		
ATTORNEY DOCKET NUMBER:	.BEATS (SONY)		
NAME OF SUBMITTER:	Kimberly Eckhart		
SIGNATURE:	/Kimberly Eckhart/		
DATE SIGNED:	10/26/2015		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made this 14 day of ^{April} ~~February~~, 2015 by Beats Electronics LLC, a Delaware Limited Liability Company, of 8600 Hayden Place, Culver City, California 90232 ("Assignee") and Sony Computer Entertainment Europe Limited, an English Company No. 03277793, of 10 Great Marlborough Street, London W1F 7LP ("Assignor").

WHEREAS, Assignor and Assignee have entered into a Settlement and Purchase Agreement, dated August 1, 2013 (the "Purchase Agreement"), pursuant to which Assignor has agreed to sell, transfer, convey, assign and deliver, and Assignee has agreed to purchase Assignor's right, title and interest in, to and under all worldwide trademark rights for trademarks, service marks, domain names, and trade names containing the term "beat," including Assignor's rights in the United States to the mark BEATS, and BEATS, (stylized), as applied for under United States trademark application, Ser. No. 77/090,237, which was registered on February 17, 2015 and is now Reg. No 4,688,881, together with all common law rights in the mark and all goodwill associated with the same (collectively, the rights in the United States, the "Trademark").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, transfers, conveys, assigns and set over to Assignee, its successors, legal representatives and assigns, all of Assignor's right, title and interest in, to and under the Trademark, together with the goodwill associated with the Trademark (including, without limitation, all proceeds thereof and the rights to sue for past, present and future damages), the same to be held and enjoyed by Assignee, for its own use and on behalf of its successors, legal representatives and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor, had this sale and assignment not been made.

Assignor hereby authorizes and requests the Commissioner of Trademarks to record Assignee as the owner of the Trademark and to issue all registrations for said Trademark to Assignee, as assignee of the applicable trademark registrations, for the sole use and enjoyment of the Assignee, its successors, legal representatives and assigns.

[Signature Page Follows]

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be executed as of the day and year first written above.

ASSIGNOR:

SONY COMPUTER ENTERTAINMENT EUROPE LIMITED

By: S. Kuhl
Name: SIMON KULH
Title: VP

ASSIGNEE:

BEATS ELECTRONICS, LLC

By: Thomas R. LaPelle
Name: THOMAS R. LAPELLE
Title: ASSISTANT SECRETARY

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