

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM365599

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ellie Panaouta		10/23/2015	INDIVIDUAL: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	SQUARE ENIX LIMITED		
Street Address:	240 Blackfriars Road		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	SE1 8NW		
Entity Type:	Private Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86549988	HITHAPPENS	
CORRESPONDENCE DATA			
Fax Number:	2165790212		
<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:	216-586-3939		
Email:	traelich@jonesday.com, pcyngier@jonesday.com		
Correspondent Name:	Timothy P. Fraelich		
Address Line 1:	901 Lakeside Avenue		
Address Line 2:	JONES DAY		
Address Line 4:	Cleveland, OHIO 44114		
ATTORNEY DOCKET NUMBER:	404081-630141		
DOMESTIC REPRESENTATIVE			
Name:	Timothy P. Fraelich		
Address Line 1:	901 Lakeside Avenue		
Address Line 2:	JONES DAY		
Address Line 4:	Cleveland, OHIO 44114		
NAME OF SUBMITTER:	Timothy P. Fraelich		
SIGNATURE:	/Timothy P. Fraelich/		

CH \$40.00 86549988

DATE SIGNED:	12/14/2015
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Total Attachments: 1 source=404081-630141-HITHAPPENS-TM-assignment#page1.tif
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THIS ASSIGNMENT is made this 23 day of October 2015

BETWEEN

- 1. Ellie ~~Panouta~~ ^{Panaouta} of c/o Williams Powell, 11 Staple Inn, London, WC1V 7QH. ("the Assignor").

and

- 2. Square Enix Limited, of 240 Blackfriars Road, London, SE1 8NW. ("the Assignee").

WHEREAS the Assignor is the registered proprietor of the trade mark particulars whereof are set out in the schedule hereto (the "Trade Mark").

AND WHEREAS the Assignor is desirous of assigning the Trade Mark to the Assignee.

NOW THIS ASSIGNMENT WITNESSETH as follows:


IN CONSIDERATION of the premises and the sum of £1 receipt of which is hereby acknowledged, the Assignor hereby assigns unto the Assignee with full title guarantee all the property rights title and interest in the said Trade Mark, together with all the goodwill associated with, attaching to and symbolised by the Trade Mark, including the right to sue for past infringements, TO HOLD unto the Assignee absolutely.

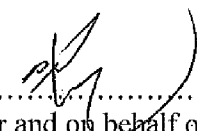
SCHEDULE: UNITED STATES OF AMERICA

Trade Mark:
HITHAPPENS

Registration No:
86/549988

IN WITNESS whereof this Assignment has been executed by or on behalf of the parties hereto on the date first above written.


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Ellie ~~Panouta~~ Panaouta


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For and on behalf of
Square Enix Limited

Name..... Phil Rogers
Chief Executive Officer

Title.....