

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM384790

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900362256

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Longsand Limited		08/01/2015	Private Limited Company: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	Aurasma Limited
Street Address:	Cain Road, Amen Corner
City:	Bracknell
State/Country:	UNITED KINGDOM
Postal Code:	RG12 1HN
Entity Type:	Private Limited Company: UNITED KINGDOM

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	4183469	AURASMA
Registration Number:	4289618	AURASMA
Registration Number:	3736768	VIRAGE

CORRESPONDENCE DATA**Fax Number:**

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.

Email: hptrademarks@hp.com

Correspondent Name: Kimberly Abel

Address Line 1: 11445 Compaq Center Drive West

Address Line 4: Houston, TEXAS 77070

NAME OF SUBMITTER:	Carolyn E. Knecht
SIGNATURE:	/Carolyn E. Knecht/
DATE SIGNED:	05/18/2016

Total Attachments: 4

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT OF TRADEMARKS (this "Assignment") is made and entered into as of August 1, 2015, by and between **Longsand Limited**, a private limited company organized under the laws of England and Wales with an address at Amen Corner, Cain Road, Bracknell, Berkshire, RG12 1HN, United Kingdom with registered number 0690597 (hereinafter "Assignor"), and **Aurasma Limited**, a private limited company organized under the laws of England whose registered office is at Cain Road, Amen Corner, Bracknell, RG12 1HN with registered number 03063054 (hereinafter "Assignee," Assignor and Assignee collectively referred to as the "Parties").

WHEREAS, Assignor owns all right, title and interest in the trademarks identified in the attached Appendix I (collectively referred to as the "Trademarks"); and

WHEREAS, Assignee desires to acquire from Assignor, and Assignor wishes to transfer to Assignee, all right, title and interest in and to the Trademarks, the goodwill associated with such Trademarks, and all registrations and applications for registration thereof.

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

1. Assignor does hereby assign, transfer, set over, and deliver to Assignee all of the Assignor's rights, title, and interests, in and to:
 - (a) the Trademarks, including all registrations and applications thereof, all registrations which may be granted in respect of such applications, all renewals of such registrations, and all common law rights therein;
 - (b) the goodwill of the business symbolized by such Trademarks;
 - (c) the right to bring suit and recover damages for past, present, and future infringement, dilution, misappropriation, violation, or unlawful imitation of such Trademarks; and
 - (d) the entire right, title, and interest in all convention and treaty rights of all kinds, including without limitation all rights of priority in any country of the world, in and to the above Trademarks.
2. Assignor hereby authorizes and requests the competent authorities to record this Assignment and to grant and issue any and all registrations of the Trademarks throughout the world to Assignee, its successors, or assigns, whose rights, title, and interests in such registrations are the same as would have been held and enjoyed by Assignor had this Assignment not been made.
3. Assignor further agrees to execute and have executed all documents, instruments and papers to perform all acts as deemed reasonably necessary by Assignee to perfect in Assignee the foregoing rights, title and interests.
4. This Assignment shall be binding upon the parties and their successors and assigns.

5. This Assignment may be executed simultaneously in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. This Assignment may be executed by facsimile or .pdf signature, and a facsimile or .pdf signature shall constitute an original for all purposes.

IN WITNESS WHEREOF, the Parties hereto have caused this Assignment to be executed by their respective duly authorized representatives as of the date above first written.

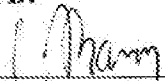
LONGSAND LTD.

By: 

Name: C YELLAND

Title: DIRECTOR

AURASMA LTD.

By: 

Name: CAROLINE MORIN

Title: DIRECTOR

**Appendix I
Assigned Trademarks**

Trademark Application ID	CT	Mark Name	Status	International Classes	App No.	Registration Number	Registration Date
83102933	EC	AURASMA	Registered	9,35,38,39,41,42	10329233	10329233	17 Apr 2012
83102934	GB	AURASMA	Registered	9,35,38,39,41,42	2579195	2579195	09 Dec 2011
83102935	US	AURASMA	Registered	9	85/976504	4183469	31 Jul 2012
83102936	US	AURASMA	Registered	38,42	85/301652	4289618	12 Feb 2013
83104392	US	VIRAGE	Registered	9	77/757799	3736768	12 Jan 2010

