

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM387045

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rakuten Europe S.a.r.l.	FORMERLY Rakuten UK Shopping S.a.r.l.	06/01/2016	private limited liability company: LUXEMBOURG
RECEIVING PARTY DATA			
Name:	Rakuten, Inc.		
Street Address:	1-14-1 Tamagawa, Setagaya-ku		
City:	Tokyo		
State/Country:	JAPAN		
Postal Code:	158-0094		
Entity Type:	Corporation: JAPAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3902427	PLAYFUNDS	
Registration Number:	4169574	PLAY.COM	
CORRESPONDENCE DATA			
Fax Number:	7036106200		
<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:	7036106100		
Email:	boxip@hoganlovells.com		
Correspondent Name:	Timothy J. Lyden, Hogan Lovells US LLP		
Address Line 1:	7930 Jones Branch Drive, 9th Floor		
Address Line 2:	Attn: Box Intellectual Property		
Address Line 4:	McLean, VIRGINIA 22102		
NAME OF SUBMITTER:	Timothy J. Lyden		
SIGNATURE:	/Timothy J. Lyden/		
DATE SIGNED:	06/08/2016		
Total Attachments: 1			
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IN THE UNITED STATES
TRADEMARK OFFICE

TRADEMARK ASSIGNMENT

WHEREAS, Rakuten UK Shopping S.A.R.L, which merged with and into Rakuten Europe S.a.r.l., a company incorporated in Luxembourg whose registered office is at 2 Rue du Fosse, L-1536 LUXEMBOURG, R.C.S (Luxembourg number B136664) (the "Assignor"), owns the marks PLAY.COM (Reg. No. 4189574, Reg. Date July 10, 2012) and PLAYFUNDS (Reg. No. 3902427, Reg. Date January 11, 2011) (the "Marks").

WHEREAS, Rakuten, Inc., a company incorporated in Japan, whose office is at 1-14-1 Tamagawa, Setagaya-ku, Tokyo, 158-0094, Japan (the "Assignee"), desires to acquire all right, title and interest in and to the Marks.

NOW THEREFORE, for good and valuable consideration paid by Assignee, receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the Marks together with the goodwill of the business symbolized by the Marks and the right to sue and collect damages and/or profits for past infringements of the Marks.

Rakuten UK Shopping S.A.R.L, by its successor-in
interest via merger: Rakuten Europe S.a.r.l.

Dated: June 1st, 2016

By: 

Name: Kenji Hirose

Title: Managing Director Officer