

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM522914

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Playtika Ltd.		05/06/2019	Limited Company: ISRAEL
RECEIVING PARTY DATA			
Name:	Playtika UK - House of Fun Limited		
Street Address:	4 Thomas More Square		
Internal Address:	Quadrant House		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	E1W1YW		
Entity Type:	Private Limited Company: ISRAEL		
PROPERTY NUMBERS Total: 27			
Property Type	Number	Word Mark	
Registration Number:	5352043	5 TIGERS GRAND	
Registration Number:	5482487	7'S AFLAME	
Registration Number:	5466141	BANK OF JACKPOTS	
Registration Number:	5342737	BOUNTIFUL BLOSSOMS	
Registration Number:	5342739	BRAVE RED	
Registration Number:	5376961	CITY OF QUEENS	
Registration Number:	5466142	CLOVER RICHES	
Registration Number:	5388182	COLOSSAL REWARDS	
Registration Number:	5471066	DIAMOND LOUNGE	
Registration Number:	5499072	DOUBLE RAPID FIRE JACKPOTS SERPENT'S FOR	
Registration Number:	5366250	FOUNTAIN OF GOLD	
Registration Number:	5471059	GILDED ROME	
Registration Number:	5558415	GOLDEN LIBERTY	
Registration Number:	5366251	HOF ADVENTURE	
Registration Number:	5482333	HOF LEGENDS	
Registration Number:	5499359	LADY HAVANA	
Registration Number:	5470916	MASTER OF APES	
Registration Number:	5351999	MIGHTY PHOENIX	

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Property Type	Number	Word Mark
Registration Number:	5531422	PRINCE OF SHERWOOD
Registration Number:	5388339	PURRYMID PRINCE
Registration Number:	5342736	PURRYMID PRINCE
Registration Number:	5342738	QUEST IN WONDERLAND
Registration Number:	5392895	REIGN OF RICHES
Registration Number:	5531462	SHAKE THE BONSAI
Registration Number:	5676038	SINFUL REELS
Registration Number:	5471269	SPELLS & WINS
Registration Number:	5352041	TRIDENT SEA

CORRESPONDENCE DATA

Fax Number: 6508395071

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: 6508395070

Email: tmdoctc@fr.com

Correspondent Name: Lisa Greenwald-Swire

Address Line 1: P.O. Box 1022

Address Line 4: Minneapolis, MINNESOTA 55402

NAME OF SUBMITTER:	Lisa Greenwald-Swire
SIGNATURE:	/Lisa Greenwald-Swire/
DATE SIGNED:	05/09/2019

Total Attachments: 5

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This **TRADEMARK ASSIGNMENT AGREEMENT** ("Agreement") is made effective as of the last day signed, by and between:

- (1) **Playtika Ltd.**, a limited company legally organized in Israel (the "Assignor");
and
- (2) **Playtika UK – House of Fun Limited**, a private limited company legally organized in the UK (the "Assignee").

RECITALS

- (A) WHEREAS, the Assignor owns the registered trademarks set out in Schedule A hereto ("Trademark(s)"),
- (B) WHEREAS, the Assignor wishes to assign the Trademarks to the Assignee on the terms and conditions set out in this Agreement.

NOW, THEREFORE, IT IS HEREBY AGREED:

For good and valuable consideration by the Assignee to the Assignor, the receipt and sufficiency of which is hereby irrevocably acknowledged by the Assignor, the parties hereby agree as follows:

1. **ASSIGNMENT**

The Assignor will and hereby does irrevocably and unconditionally sell, assign, transfer and convey to the Assignee any and all legal and beneficial rights, title, and interest in and to the Trademarks and the full and exclusive benefit of them, together with the goodwill of the business symbolized by and associated with said Trademarks, and all priority and common law rights and accrued rights of action, including the right, title, and interest to all causes of action and rights of recovery by reason of past infringements of said Trademarks.

2. **FURTHER ASSURANCE**

The Assignor agrees to the Assignee becoming registered and recorded as the proprietor of the Trademarks at all relevant trademark registries and to securing the benefits of the rights hereby assigned. The Assignor or its representatives shall, upon the request and at the expense of Assignee, execute any further document and do any such thing as the Assignee may reasonably require to ensure the Trademarks and the rights assigned are fully vested in the Assignee

and to enable the Assignee to become registered and recorded as the proprietor of the Trademarks at all relevant trademark registries and to secure the benefits of the rights hereby assigned.

3. **GOVERNING LAW AND JURISDICTION; MISCELLANEOUS**

- 3.1 The validity, construction and performance of this Agreement (and any claim, dispute or matter arising under or in connection with it or its enforceability) and any non-contractual obligations arising out of or in connection with it shall be governed by and construed in accordance with the internal laws of California, without regard to conflicts of laws.
- 3.2 All parties irrevocably submit to the exclusive jurisdiction of the state and federal courts of California, over any claim, dispute or matter arising under or in connection with this Agreement or its enforceability for the legal relationships established by this Agreement. The parties hereby irrevocably waive any objection they may now or hereafter have to, or any right or immunity on grounds of, venue, the convenience of the forum or jurisdiction of such courts.
- 3.3 In the event of a breach of this Agreement, the parties acknowledge that recovery of damages will not be a sufficient legal remedy and agree that the aggrieved party shall be entitled to specific performance thereof in addition to any or all other remedies, legal or equitable, to which it may be entitled.
- 3.4 If any provision of this Agreement is rendered void, illegal or unenforceable in any respect under any law, the validity, legality and enforceability of the remaining provisions will not in any way be affected or impaired thereby.
- 3.5 This assignment shall be binding upon the successors and assigns of Assignor and shall inure to the benefit of the successors and assigns of Assignee.
- 3.6 This Agreement may be executed by the parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, but all such counterparts taken together shall constitute one and the same instrument. Each counterpart may be delivered by facsimile transmission, which transmission shall be deemed delivery of an originally executed document.

SIGNED by a signatory duly authorized
officer on behalf of
Playtika Ltd. :

..... Helena

(Place)

..... 6.5.2019

(Date)

..... A.V. Sandler

(First name, Last name)

.....
.....
.....
.....

(Signature)

SIGNED by a signatory duly authorized
officer on behalf of
Playtika UK – House of Fun Limited.:

..... Helena

(Place)

..... 6.5.2019

(Date)

..... G. S. Ostro

(First name, Last name)

.....
.....
.....

(Signature)

Schedule A

#	Trademark	Serial No.	Reg. No.
1	5 TIGERS GRAND	87/326,777	5,352,043
2	7'S AFLAME	87/467,275	5,482,487
3	BANK OF JACKPOTS	87/466,948	5,466,141
4	BOUNTIFUL BLOSSOMS	87/379,122	5,342,737
5	BRAVE RED	87/379,164	5,342,739
6	CITY OF QUEENS	87/413,636	5,376,961
7	CLOVER RICHES	87/466,949	5,466,142
8	COLOSSAL REWARDS	87/305,563	5,388,182
9	DIAMOND LOUNGE	87/415,148	5,471,066
10	DOUBLE RAPID FIRE JACKPOTS: SERPENT'S FORTUNE	87/416,819	5,499,072
11	FOUNTAIN OF GOLD	87/286,621	5,366,250
12	GILDED ROME	87/413,643	5,471,059
13	GOLDEN LIBERTY	87/379,131	5,558,415
14	HOF ADVENTURE	87/286,622	5,366,251
15	HOF LEGENDS	87/408,343	5,482,333
16	LADY HAVANA	87/523,199	5,499,359
17	MASTER OF APES	87/379,177	5,479,916
18	MIGHTY PHOENIX	87/305,553	5,351,999
19	PRINCE OF SHERWOOD	87/466,947	5,531,422
20	PURRYMID PRINCE	87/379,068	5,388,339

21	PURRYMID PRINCE	87/379,082	5,342,736
22	QUEST IN WONDERLAND	87/379,147	5,342,738
23	REIGN OF RICHES	87/326,774	5,392,895
24	SHAKE THE BONSAI	87/475,232	5,551,402
25	SINFUL REELS	87/509,277	5,676,038
26	SPELLS & WINS	87/507,343	5,471,269
27	TRIDENT SEA	87/326,758	5,352,041