

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM609441

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Brandview Limited		11/18/2020	Private Limited Company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Ascential Group Limited		
Street Address:	The Prow, 1 Wilder Walk		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	W1B 5AP		
Entity Type:	Private Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4711880	BRANDVIEW	
CORRESPONDENCE DATA			
Fax Number:			
<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:	(213) 425-2951		
Email:	greg.blair@ascential.com		
Correspondent Name:	Ascential Inc.		
Address Line 1:	46 Farnsworth Street, 1st Floor		
Address Line 2:	ATTN: Greg Blair, VP, US Legal Director		
Address Line 4:	Boston, MASSACHUSETTS 02210		
NAME OF SUBMITTER:	Greg S. Blair		
SIGNATURE:	/Greg S Blair/		
DATE SIGNED:	11/18/2020		
Total Attachments: 5			
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OP \$40.00 4711880

Dated 18 NOVEMBER 2020

TRADE MARK ASSIGNMENT

between

BRANDVIEW LIMITED

and

ASCENTIAL GROUP LIMITED

THIS AGREEMENT is made the 18th day of November 2020

BETWEEN:

- (1) **BRANDVIEW LIMITED** incorporated and registered in England and Wales with company number 0815286 whose registered office is at c/o Ascential Group Limited, The Prow, 1 Wilder Walk, London, W1B 5AP (**Assignor**).
- (2) **ASCENTIAL GROUP LIMITED** incorporated and registered in England and Wales with company number 00435820 whose registered office is The Prow, 1 Wilder Walk, London, W1B 5AP (**Assignee**).

BACKGROUND:

- (A) The Assignor is the proprietor of a trade mark, the particulars of which are set out in Schedule 1 (**Trade Mark**).
- (B) The Assignor has agreed to assign the Trade Mark to the Assignee on the terms set out in this assignment.

It is hereby agreed

1. Assignment

- 1.1 In consideration of the sum of £1 (receipt of which the Assignor expressly acknowledges), the Assignor hereby assigns to the Assignee absolutely with full title guarantee all its right, title and interest in and to the Trade Mark including:
 - (a) the absolute entitlement to any registered trade marks granted pursuant to any of the applications comprised in the Trade Mark; and
 - (b) all statutory and common law rights attaching to the Trade Mark, together with the goodwill of the business relating to the goods or services in respect of which the Trade Mark is registered or used; and
 - (c) the right to bring, make, oppose, defend, appeal proceedings, claims or actions and obtain relief (and to retain any damages recovered) in respect of any infringement, or any other cause of action (including passing off) arising from ownership, of any of the Trade Mark whether occurring before, on or after the date of this assignment.

2. Further Assurance

- 2.1 The Assignor shall, at its own cost, perform (or procure the performance of) all further acts and things, and execute and deliver (or procure the execution or delivery of) all further documents, required by law or which the Assignee requests to vest in the Assignee the full benefit of the right, title and interest assigned to the Assignee under this Assignment, including registration of the Assignee as applicant or registered proprietor of the Trade Mark.
- 2.2 The Assignor shall do the following at the Assignee's cost and direction, pending formal registration or recordal of the assignment of the Trade Mark to the Assignee:

- (a) if legally required to do so, pay all applicable application, filing, registration, renewal and other fees as they fall due;
- (b) if legally required to do so, promptly satisfy all official actions issued by any relevant trade mark registry or authority.
- (c) provide the Assignee with all information and other assistance required to enable the Assignee to prepare, file or prosecute applications for registration of any of the Trade Mark (Including producing, in the appropriate form, any evidence of its use of the Trade Mark).
- (d) provide the Assignee with all information and other assistance required by the Assignee to conduct, defend or settle any relevant claims, actions or proceedings (including, if requested by the Assignee, bringing proceedings in its own name or lending its name to the proceedings brought by the Assignee).

3. Counterparts

- 3.1 This agreement may be executed in any number of counterparts, each of which when executed and delivered shall constitute an original of this agreement, but all the counterparts shall together constitute the same agreement.

4. Governing law and jurisdiction

- 4.1 This assignment and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with the law of England and Wales.
- 4.2 The parties irrevocably agree that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim that arises out of or in connection with this assignment or its subject matter or formation (including non-contractual disputes or claims).

This Agreement takes effect on the date stated at the beginning of it.

IN WITNESS WHEREOF, Assignor has duly executed and delivered this Trademark Assignment as of the date first written above.

BRANDVIEW LIMITED

By M. D. Painter

Name: JONCAN PAINTER

Title: DIRECTOR

Address for Notices:

c/o Ascential Group Limited, The Prow, 1
Wilder Walk
London, W1B 5AP

ASCENTIAL GROUP LIMITED

By M. D. Painter

Name: JONCAN PAINTER

Title: DIRECTOR

Address for Notices:

c/o Ascential Group Limited, The Prow, 1
Wilder Walk
London, W1B 5AP

Schedule 1 - The Trade Marks

Mark	Jurisdiction	Registration Number	Registration Date
BRANDVIEW	US	4711880	03/31/2015