

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM660648

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Slightly Mad Studios, Limited		07/04/2021	Private Limited Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Electronic Arts Inc.		
<b>Street Address:</b>	209 Redwood Shores Parkway		
<b>Internal Address:</b>	Legal Department		
<b>City:</b>	Redwood City		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94065		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5148766	PROJECT CARS	
<b>Registration Number:</b>	5506608	SLIGHTLY MAD STUDIOS	
<b>Registration Number:</b>	5506606	SLIGHTLY MAD STUDIOS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	6506281500		
<b>Email:</b>	trademarks@ea.com		
<b>Correspondent Name:</b>	Electronic Arts Inc.		
<b>Address Line 1:</b>	209 Redwood Shores Parkway		
<b>Address Line 2:</b>	Legal Department		
<b>Address Line 4:</b>	Redwood City, CALIFORNIA 94065		
<b>NAME OF SUBMITTER:</b>	Vicky Lock		
<b>SIGNATURE:</b>	/v/		
<b>DATE SIGNED:</b>	07/16/2021		
<b>Total Attachments: 6</b>			
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## Trademark Assignment Agreement

This Trademark Assignment Agreement (this **"Trademark Assignment"**), is entered into as of July 4, 2021 by and between Slightly Mad Studios, Limited, a private limited company incorporated in England and Wales with company number 06552778 (**"Assignor"**), and Electronic Arts Inc., a Delaware corporation (**"Assignee"**). Both Assignor and Assignee are collectively referred to herein as the **"Parties."**

WHEREAS, Assignor and Assignee have entered into that certain Assignment Agreement dated July 4, 2021 (the **"Agreement"**);

WHEREAS, pursuant to the Agreement, Assignor assigned to Assignee its rights to certain registered trademarks and trademark applications, unregistered trademarks and logos owned by Assignor; and

WHEREAS, Assignor wishes to confirm Assignee's ownership of those trademarks and logos and the assignment to Assignee of any right, title and interest that Assignor may have in and to the registered trademarks and applications, unregistered trademarks and logos listed on the attached Schedule 1 (the **"Assigned Marks"**).

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

1. Assignor hereby sells, transfers, conveys, assigns and delivers to Assignee any and all worldwide right, title and interest Assignor holds, or may hold, in and to the Assigned Marks and the goodwill associated with the Assigned Marks and goodwill of the business in connection with which said Assigned Marks are used and which are symbolized by said Assigned Marks, together with all rights derived therefrom, including statutory, common law and contractual rights, in, to and under the Assigned Marks, the same to be held and enjoyed by Assignee for its own use and enjoyment and the use and enjoyment of its successors and assigns to the end of the term or terms for which the Assigned Marks are granted or reissued or extended as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made, and in and to all income, royalties, damages and payments now or hereafter due or payable with respect to the Assigned Marks, including in and under all causes of action (either in law or in equity), and the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned under this Trademark Assignment.

2. The Parties hereby request and authorize the relevant authority at the United States Patent and Trademark Office and/or the applicable foreign authorities to record Assignee as the assignee and owner of the applicable Assigned Marks.

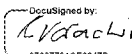

3. This Trademark Assignment is binding upon and inures to the benefit of the Parties hereto and their respective successors and assigns. This Trademark Assignment and the rights and obligations of the Parties hereunder shall be governed by, and construed in accordance with, the laws of the State of Delaware.

4. Assignor agrees to execute and deliver such other documents and to take all such other actions which the Assignee, its successors and assigns may commercially reasonably request to effect the terms of this Trademark Assignment and to execute and deliver any and all affidavits, testimonies, declarations, oaths, samples, exhibits, specimens and other documentation as may be commercially reasonably required to effect the terms of this Trademark Assignment.

5. Any rule of construction to the effect that ambiguities are to be resolved against the drafting party will not be applied in the construction or interpretation of this Trademark Assignment. The words “include”, “including” and variations thereof will be deemed to be followed by the words “without limitation”. The use of “or” will not be deemed to be exclusive. This Trademark Assignment may be executed in counterparts, each of which when executed will be deemed to be an original but all of which taken together will constitute one and the same agreement.

**[The remainder of this page has been left deliberately blank.]**

IN WITNESS WHEREOF, Assignor and Assignee have caused this Trademark Assignment to be duly executed in duplicate originals by their duly authorized representative as of the day and year first above written.

<p><b>SLIGHTLY MAD STUDIOS, LIMITED</b></p> <p>By:  Name: RASHID VARACHIA Title: DIRECTOR</p>	<p><b>ELECTRONIC ARTS INC.</b></p> <p>By:  Name: Carlos Calonge Title: Vice President</p>
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**SCHEDULE 1 TO TRADEMARK ASSIGNMENT****ASSIGNED MARKS**

<b>Mark</b>	<b>Jurisdiction</b>	<b>Registration, Application or Serial No.</b>	<b>Classes</b>	<b>Owner</b>
PROJECT CARS	United States	RN: 5148766 SN: 86516644	9, 25, 41, 42	Slightly Mad Studios, Limited
PROJECT CARS and Design	United States	RN: 5652056 SN: 79228639	9, 25, 41, 42	Slightly Mad Studios, Limited
SLIGHTLY MAD STUDIOS and Design	United States	RN: 5506608 SN: 87613673	9, 41, 42	Slightly Mad Studios, Limited
SLIGHTLY MAD STUDIOS	United States	RN: 5506606 SN: 87613582	9, 41, 42	Slightly Mad Studios, Limited
PROJECT CARS and Design	WIPO	RN: 1393471	9, 25, 41, 42	Slightly Mad Studios, Limited
PROJECT CARS	WIPO	RN: 1389009	9, 25, 41, 42	Slightly Mad Studios, Limited
MADCOIN	United Kingdom	AN: 917080326	9, 35, 36, 42	Slightly Mad Studios, Limited
PROJECT CARS and Design	United Kingdom	AN: 912727483	9, 25, 41, 42	Slightly Mad Studios, Limited
PROJECT CARS	United Kingdom	AN: 913016548	9, 25, 41, 42	Slightly Mad Studios, Limited
SLIGHTLY MAD STUDIOS	United Kingdom	AN: 908438798	9, 41, 42	Slightly Mad Studios, Limited
SLIGHTLY MAD STUDIOS and Design	United Kingdom	AN: 908444085	9, 41, 42	Slightly Mad Studios, Limited
WMD: World of Mass Development	United Kingdom	AN: 917075805	9, 35, 36, 41, 42, 45	Slightly Mad Studios, Limited
MADCOIN	European Union	RN: 017080326 AN: 017080326	9, 35, 36, 42	Slightly Mad Studios, Limited

PROJECT CARS	European Union	RN: 013016548 AN: 013016548	9, 25, 41, 42	Slightly Mad Studios, Limited
PROJECT CARS and Design	European Union	RN: 012727483 AN: 012727483	9, 25, 41, 42	Slightly Mad Studios, Limited
SLIGHTLY MAD STUDIOS	European Union	RN: 008438798 AN: 008438798	9, 41, 42	Slightly Mad Studios, Limited
SLIGHTLY MAD STUDIOS and Design	European Union	RN: 008444085 AN: 008444085	9, 41, 42	Slightly Mad Studios, Limited
WMD: World of Mass Development	European Union	RN: 017075805 AN: 017075805	9, 35, 36, 41, 42, 45	Slightly Mad Studios, Limited
PROJECT CARS	Australia	RN: 1907745 AN: 1907745	25	Slightly Mad Studios, Limited
PROJECT CARS and Design	Australia	RN: 1913414 AN: 1913414	9, 25, 41, 42	Slightly Mad Studios, Limited
PROJECT CARS and Design	China	RN: 21557897 AN: 21557897	42	Slightly Mad Studios, Limited
PROJECT CARS and Design	China	RN: 21557235 AN: 21557235	9	Slightly Mad Studios, Limited
PROJECT CARS and Design	China	AN: 21557491	25	Slightly Mad Studios, Limited
PROJECT CARS and Design	China	RN: 21557287 AN: 21557287	41	Slightly Mad Studios, Limited
PROJECT CARS	China	RN: 21557359 AN: 21557359	25	Slightly Mad Studios, Limited
PROJECT CARS	China	RN: 21557487 AN: 21557487	42	Slightly Mad Studios, Limited
PROJECT CARS	China	RN: 21557227 AN: 21557227	41	Slightly Mad Studios, Limited
PROJECT CARS	China	RN: 21557047 AN: 21557047	9	Slightly Mad Studios, Limited
PROJECT CARS and	India	AN: 3784288	9, 25, 41, 42	Slightly Mad

Design				Studios, Limited
PROJECT CARS	India	AN: 3756409	9, 25, 41, 42	Slightly Mad Studios, Limited
PROJECT CARS	Japan	RN: 5970205 AN: 2016-040968	9, 25, 41, 42	Slightly Mad Studios, Limited
PROJECT CARS	Japan	RN: 5970206 AN: 2016-040969	9, 25, 41, 42	Slightly Mad Studios, Limited
PROJECT CARS	Singapore	AN: 40201803143U	9, 25, 41, 42	Slightly Mad Studios, Limited
PROJECT CARS	Singapore	AN: 40201805058T	9, 25, 41, 42	Slightly Mad Studios, Limited

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**RECORDED: 07/16/2021****TRADEMARK  
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