

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM663092

<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>
Cortexica Vision Systems Limited		01/01/2020	Corporation: ENGLAND AND WALES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Zebra Technologies Corporation		
<b>Street Address:</b>	3 Overlook Point		
<b>City:</b>	Lincolnshire		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60069		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5048276	CORTEXICA	
<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>	3129738653		
<b>Email:</b>	paul.borovay@zebra.com		
<b>Correspondent Name:</b>	Paul Borovay		
<b>Address Line 1:</b>	3 Overlook Point		
<b>Address Line 4:</b>	Lincolnshire, ILLINOIS 60069		
<b>NAME OF SUBMITTER:</b>	Paul A Borovay		
<b>SIGNATURE:</b>	/Paul A Borovay/		
<b>DATE SIGNED:</b>	07/28/2021		
<b>Total Attachments: 10</b>			
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INTELLECTUAL PROPERTY ASSIGNMENT

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dated

1 JANUARY 2020

by

**CORTEXICA VISION SYSTEMS LIMITED**  
Assignor

and

**ZEBRA TECHNOLOGIES CORPORATION**  
Assignee

**Baker  
McKenzie.**

Baker & McKenzie LLP  
100 New Bridge Street  
London EC4V 6JA  
United Kingdom  
[www.bakermckenzie.com](http://www.bakermckenzie.com)

**TRADEMARK**  
**REEL: 007366 FRAME: 0661**

## Intellectual Property Assignment

This Agreement is dated 01 January 2020 (the "Effective Date")

### Between

**Cortexica Vision Systems Limited**, a company incorporated under the laws of England and Wales, with registered number 06657602 ("Assignor"), whose registered office is at 6th Floor, Wework Southbank Central, 30 Stamford Street, London, England, SE1 9LQ; and

**Zebra Technologies Corporation**, a corporation organised under the laws of the State of Delaware ("Assignee"), whose principal place of business is at 3 Overlook Point Lincolnshire, Illinois, 60069, USA.

### Recitals

- A. The Assignor is the owner of certain intellectual property rights.
- B. The Assignor has agreed to assign such intellectual property rights to the Assignee in accordance with the terms and conditions of this Agreement.

It is agreed as follows:

### 1. Definitions and Interpretation

#### 1.1 Definitions

In this Agreement the following words and expressions have the following meanings:

"Assigned Rights" means all Intellectual Property Rights owned by the Assignor including, but not limited to, the Intellectual Property Rights set out in Schedule 1 of this Agreement; and

"Intellectual Property Rights" means all patents, patent applications and any continuation, continuation-in-part, divisional, extension, substitution, re-examination or reissue thereof, rights in inventions, supplementary protection certificates, utility models, rights in designs, trademarks, trademark registrations, trademark registration applications, service marks, trade and business names, logos, get up and trade dress and all associated goodwill, rights to sue for passing off and/or for unfair competition, copyright, moral rights and related rights, rights in computer software, rights in databases, topography rights, domain names, rights in information (including confidential know-how and trade secrets) and the right to use, and protect the confidentiality of, confidential information, image rights and rights of publicity and all other similar or equivalent rights subsisting now or in the future in any part of the world, in each case whether registered or unregistered and including all applications for, and renewals or extensions of, and rights to claim priority from, such rights for their full term.

#### 1.2 Interpretation

In this Agreement (except where the context otherwise requires):

- (a) clause headings are inserted for ease of reference only and shall not affect construction;
- (b) any reference to a recital, clause or schedule is to the relevant recital, clause or schedule to this Agreement and any reference to a paragraph is to the relevant paragraph in which it appears; and
- (c) any reference to "include" or "including" (or any similar term) is not to be construed as implying any limitation and general words introduced by the word "other" (or any

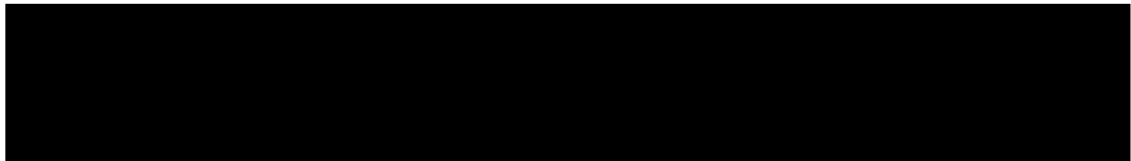
similar term) shall not be given a restrictive meaning by reason of the fact that they are preceded by words indicating a particular class of acts, matters or things.

**2. Assignment**

2.1 For good and valuable consideration, the Assignor hereby assigns to the Assignee with full title guarantee and with effect from the Effective Date, all of its right, title and interest in and to the Assigned Rights, together with the right to sue in respect of every act of infringement of the Assigned Rights whether occurring before or after the Effective Date.

2.2 The Assignee shall be responsible for the payment of all taxes in connection with the assignment of the Assigned Rights, including value added tax ("VAT"), subject to production of a valid VAT invoice by the Assignor.

**3. Further Assurance**

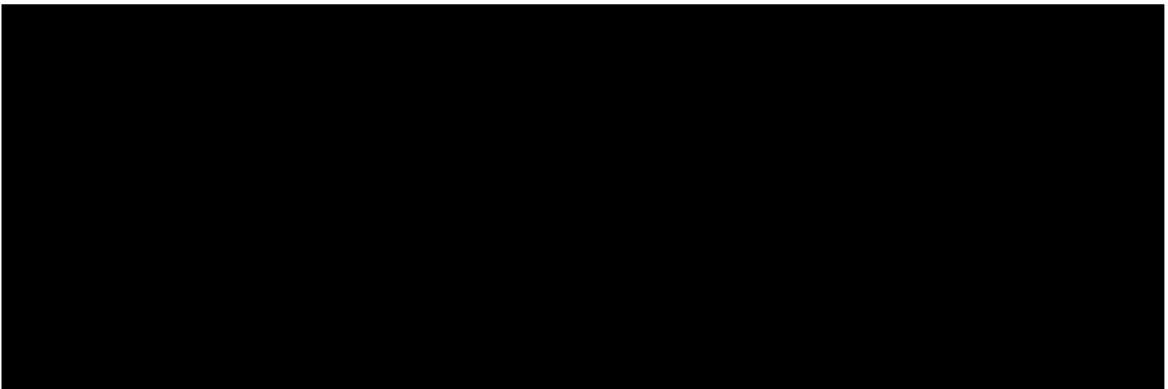


**4. Entire Agreement**

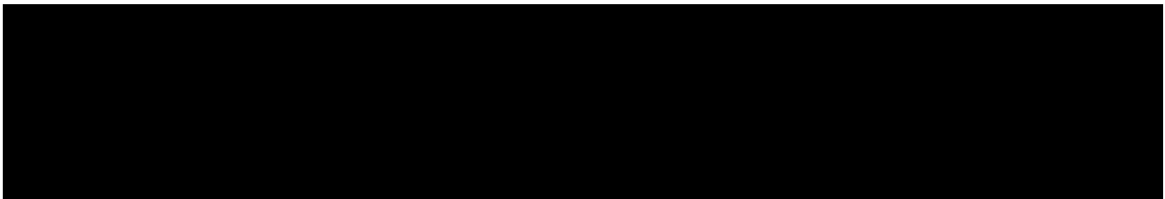
4.1

4.2

4.3



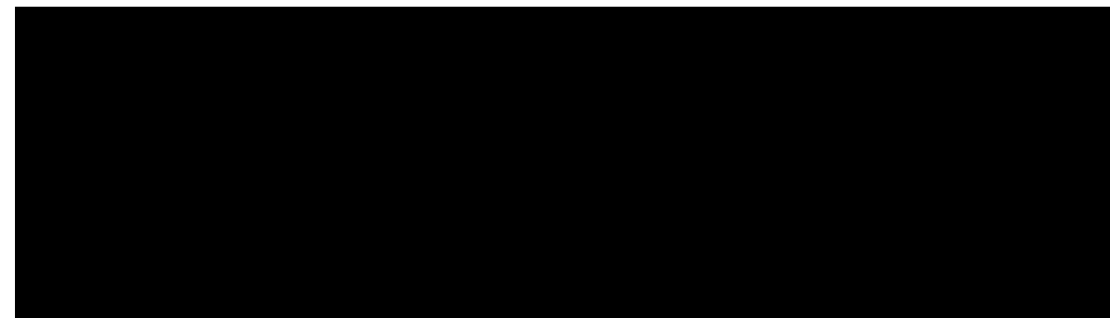
**5. Governing Law**



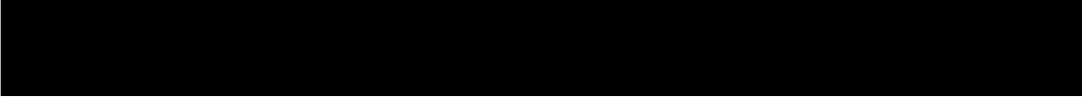
**6. General**

6.1

6.2

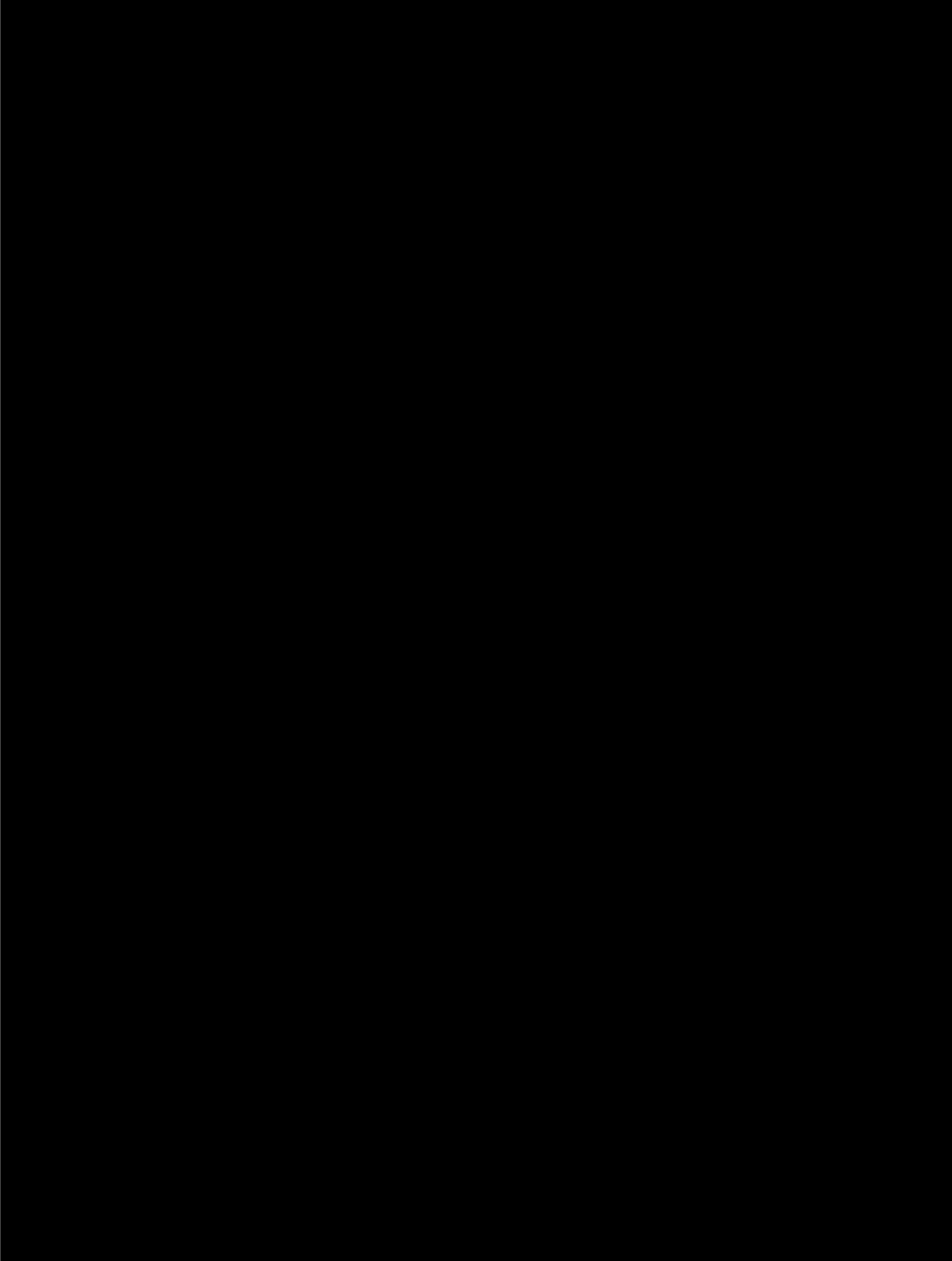


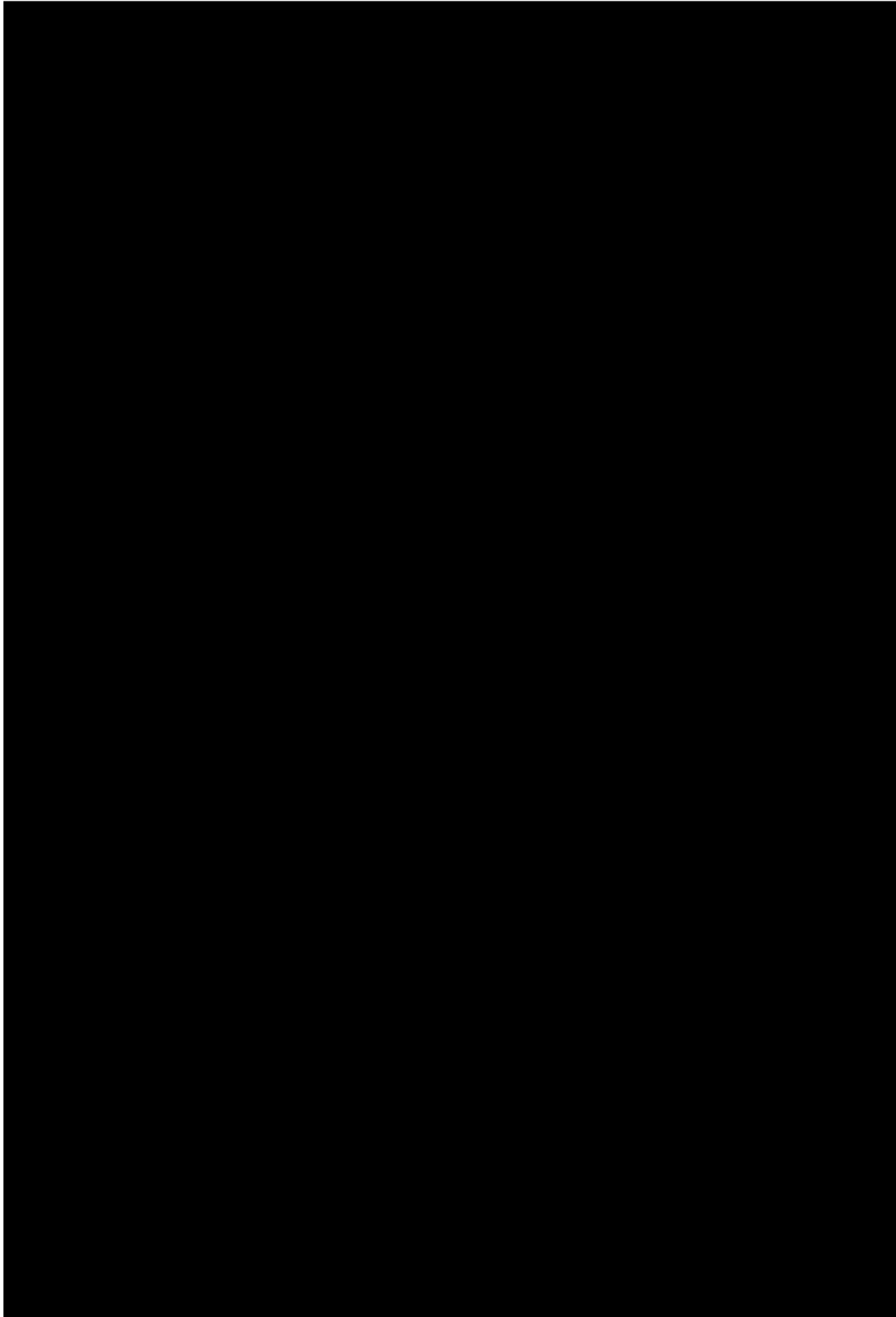
6.3



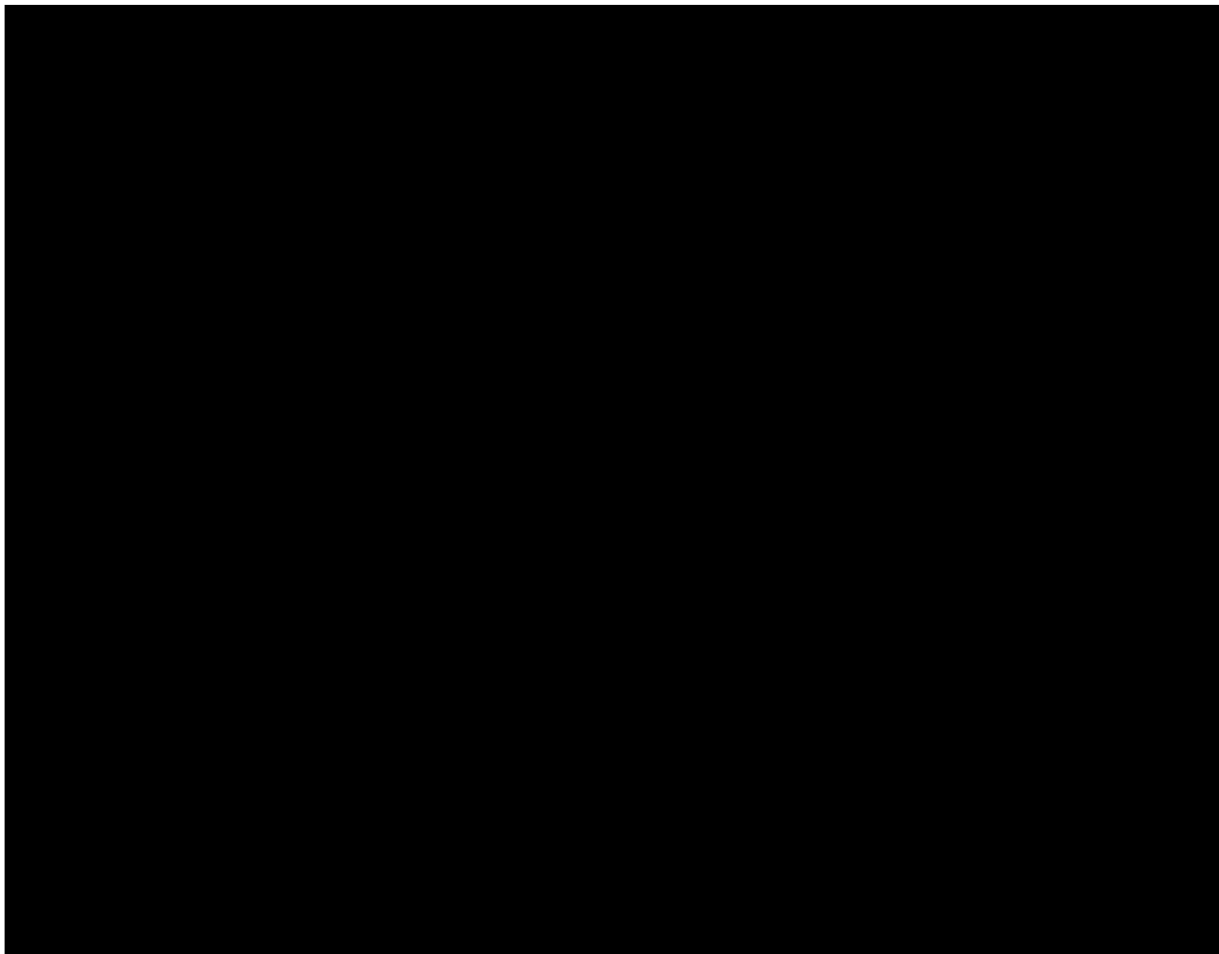
Schedule 1

PATENTS







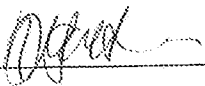


TRADE MARKS

TM Number	Country	Mark Text / Image	Filing Date	Status	Classes
2537369	UK		27.01.2010	Registered	09 42
2537370	UK	BRANDTRAK	27.01.2010	Registered	09 42
2537373	UK	CORTEXICA 	27.01.2010	Registered	09 42
2537393	UK	ROLLY-SCROLLY	27.01.2010	Registered	09 42
2539732	UK	CORTEXICA WINEFINDR	19.02.2010	Registered	09 42
2539733	UK	CORTEXICA VISUALSEARCH	19.02.2010	Registered	09 42
3070223	UK	FS FINDSIMILAR 	28.08.2014	Registered	09 35 42
3109926	UK	CORTEXICA	21.05.2015	Registered	09 35 42
5048276	US	CORTEXICA	20.11.2015	Registered	09 35 42
14816771	EU	CORTEXICA	19.11.2015	Registered	09 35 42

Executed by the parties:

Signed for and on behalf of Cortexica Vision Systems Limited:

Signature:   
Name: DAVID HALL  
Title: AUTHORISED REPRESENTATIVE  
Date: \_\_\_\_\_

Signed for and on behalf of Zebra Technologies Corporation:

Signature: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

Executed by the parties:

Signed for and on behalf of **Cortexica Vision Systems Limited:**

Signature: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

Signed for and on behalf of **Zebra Technologies Corporation:**

Signature: Colleen M. O'Sullivan  
Name: Colleen M. O'Sullivan  
Title: Chief Accounting Officer  
Date: \_\_\_\_\_