

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM736111

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ascential Information Services Limited		06/09/2022	Private Limited Company: ENGLAND AND WALES
RECEIVING PARTY DATA			
Name:	Ascential Group Limited		
Street Address:	The Prow		
Internal Address:	1 Wilder Walk		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	W1B 5AP		
Entity Type:	Private Limited Company: ENGLAND AND WALES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87923641	ASCENTIAL INTELLIGENCE	
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:	615 782 2200		
Email:	alexandra.mackay@stites.com		
Correspondent Name:	Alexandra MacKay		
Address Line 1:	401 Commerce Street		
Address Line 2:	Suite 800		
Address Line 4:	Nashville, TENNESSEE 37219		
DOMESTIC REPRESENTATIVE			
Name:	S & H Nashville, LLC		
Address Line 1:	401 Commerce Street		
Address Line 2:	Suite 800		
Address Line 4:	Nashville, TENNESSEE 37219		
NAME OF SUBMITTER:	Alexandra MacKay		
SIGNATURE:	/Alex/		

OP \$40.00 87923641

DATE SIGNED:	06/21/2022
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Total Attachments: 4

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THIS AGREEMENT is made the 9th day of June 2022

BETWEEN:

- (1) **ASCENTIAL INFORMATION SERVICES LIMITED** incorporated and registered in England and Wales with company number 07880716 whose registered office is at C/O Ascential Group Limited The Prow, 1 Wilder Walk, London, United Kingdom, 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 registered proprietor of or applicant for the trade marks, particulars of which are set out in Schedule 1 (**Trade Marks**).
- (B) The Assignor has agreed to assign the Trade Marks 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 (one pound) (receipt of which the Assignor expressly acknowledges), the Assignor hereby assigns to the Assignee absolutely with full title guarantee all rights, title and interest in and to the Trade Marks including:
 - (a) the absolute entitlement to any registered trade marks granted pursuant to any of the applications comprised in the Trade Marks; and
 - (b) all statutory and common law rights attaching to the Trade Marks, together with any trade dress associated therewith and the goodwill of the business attached to the Trade Marks (**Goodwill**); and
 - (c) the right to bring, make, oppose, defend, appeal proceedings, claims or actions and obtain relief (and to retain any damages or pecuniary relief recovered) in respect of any infringement, or any other cause of action (including passing off) arising from ownership of any of the Trade Marks and the Goodwill 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 Marks.
- 2.2 The Assignor agrees to provide the Assignee (at the Assignee's request and cost) with all such prompt assistance with any proceedings which may be brought by or against the Assignee against or by any third party in relation to the Trade Marks.

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.

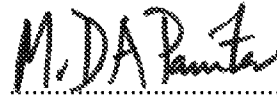
4. Governing law and jurisdiction

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.


Signed by


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For and on behalf of
ASCENTIAL INFORMATION SERVICES LIMITED

Director: Duncan Painter

Signed by


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For and on behalf of
ASCENTIAL GROUP LIMITED

Director: Duncan Painter

Schedule 1 – The Trade Marks

Register	Trade Mark	Reg No / App No	App Date	Classes	Renewal Date
United Kingdom	ASCENTIAL INTELLIGENCE	UK000032710 97	16/11/20 17	9, 16, 35, 36, 37, 38, 39, 41, 42	16/11/2027
United Kingdom	ASCENTIAL INTELLIGENCE	UK009178947 50	03/05/20 18	9, 16, 35, 36, 37, 38, 39, 41, 42	03/05/2028
European Union	ASCENTIAL INTELLIGENCE	017894750	03/05/20 18	9, 16, 35, 36, 37, 38, 39, 41, 42	03/05/2028
USA	ASCENTIAL INTELLIGENCE	87923641	16/05/20 18	9, 16, 35, 36, 37, 38, 39, 41, 42	