

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM758166

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	09/19/2022

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Jelly Button Games Ltd		09/28/2022	Limited Company: ISRAEL

RECEIVING PARTY DATA

Name:	Playtika Ltd.
Street Address:	8 Hachoshlim St.
City:	Herzliya Pituach
State/Country:	ISRAEL
Postal Code:	4672408
Entity Type:	Limited Company: ISRAEL

PROPERTY NUMBERS Total: 40

Property Type	Number	Word Mark
Registration Number:	6096463	ARABUNNIAN NIGHTS
Registration Number:	5597468	BOARD KINGS
Registration Number:	5846167	BOARD KINGS
Registration Number:	5597531	BOARD KINGS
Registration Number:	5693242	BOARD KINGS
Registration Number:	6114428	BOARD RAIDERS
Registration Number:	6270044	BRIX! BLOCK BLAST
Registration Number:	6065715	BUNN MIRAGE
Registration Number:	5943100	BUNNSLINGER
Registration Number:	5943076	BUNNY NOIR
Registration Number:	5914943	BUNSYLVANIA
Serial Number:	90008387	CARD KINGS
Registration Number:	5914942	CARROLOT
Registration Number:	6019011	COLOR LAND
Registration Number:	6708142	DICE LIFE
Registration Number:	5904848	HYPER JUMP
Registration Number:	5904847	HYPER JUMP BOUNCING BALL
Registration Number:	5657572	JELLY BUTTON

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Property Type	Number	Word Mark
Registration Number:	5657571	JELLY BUTTON
Registration Number:	5938153	
Registration Number:	5944267	
Registration Number:	5874994	
Registration Number:	5740915	
Registration Number:	5914941	MAIN ROAD
Registration Number:	5963194	MAXOTAUR
Registration Number:	6085848	MEGA BUNNY1
Registration Number:	6246501	MERGE STORIES
Registration Number:	6076275	NUT HUT
Registration Number:	5949530	
Registration Number:	6018626	PIRATE KINGS
Registration Number:	5963108	SEAGULL SHORE
Registration Number:	5662921	
Registration Number:	5662922	
Registration Number:	5741009	SPECIAL PIRATE
Registration Number:	6114552	STRAWBERRY SANDS
Registration Number:	5914940	SUGAR CARROT
Registration Number:	5914939	SWAGA
Registration Number:	6138104	ULTRA ATTACK
Registration Number:	5913637	WORM ZONE
Registration Number:	6114430	BOARD RAIDERS

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: 650-839-5050

Email: clinetm@fr.com

Correspondent Name: Lisa Greenwald-Swire

Address Line 1: P.O. Box 1022

Address Line 4: Minneapolis, MINNESOTA 55440-1022

NAME OF SUBMITTER: Lisa Greenwald-Swire

SIGNATURE: /Lisa Greenwald-Swire/

DATE SIGNED: 09/29/2022

Total Attachments: 11

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TRADEMARK ASSIGNMENT AGREEMENT

This **TRADEMARK ASSIGNMENT AGREEMENT** (“Assignment”) is made effective as of **September 19, 2022** (“Effective Date”), by and between:

(1) **Jelly Button Games Ltd.**, a limited company legally organized under the laws of Israel, with a principal place of business at 8 HaChoshlim St., Herzliya Pituach, Israel 4672408 (the “Assignor”); and

(2) **Playtika Ltd.**, a limited company legally organized under the laws of Israel, with a principal place of business at 8 HaChoshlim St., Herzliya Pituach, Israel 4672408 (the “Assignee”).

RECITALS

(A) WHEREAS, Assignor owns the registered trademarks set out in **Schedule A** attached hereto (the “Trademark(s)”);

(B) WHEREAS, Assignor holds all rights, title, and interest in and to the Trademarks listed in **Schedule A**, as well as any goodwill associated with such Trademarks;

(C) WHEREAS, Assignee desires to acquire the Trademarks from Assignor, along with any goodwill associated with the Trademarks; and

(D) WHEREAS, Assignor wishes to assign the Trademarks to Assignee on the terms and conditions set out in this Assignment.

NOW, THEREFORE, in consideration of the foregoing promises and covenants, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. ASSIGNMENT

1.1 Assignor assigns, transfers, and sets over to Assignee all right, title, and interest in and to the Trademarks, along with all of the goodwill of the business symbolized by and associated with the Trademarks.

1.2 Assignor assigns, transfers, and sets over to Assignee all right, title, and interest in: (1) the associated domain names set out in **Schedule B** (the “Domain(s)”) and all content therein; (2) the associated social media accounts set out in **Schedule C** (the “Social Media Account(s)”) and all content therein; and (3) all other associated designations.

1.2 Assignor assigns, sells, transfers, and sets over unto Assignee all claims for damages for reason of past or current infringement of the Trademarks, as well as the right to sue for and collect the same for its own use and enjoyment.

1.3 Assignor authorizes the United States Patent & Trademark Office, and any government official whose duty it is to record trademark registrations, applications, and title thereto, to record the Trademarks as the property of Assignee, its successors, legal representatives, and assigns in accordance with the terms of this instrument.

1.4 Assignor represents and warrants that it has unrestricted right to convey all right, title, and interest in the Trademarks, Domains, Social Media Accounts, and other designations, and that Assignor has not executed, and will not execute, any agreements that are inconsistent with the terms of this Assignment.

2. FURTHER ASSISTANCE

Assignor agrees to 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. Assignor or its representative shall, upon the request at the expense of Assignee, execute any further document and do any such thing as Assignee may reasonably require to ensure the Trademarks and the rights assigned are fully vested in Assignee and to enable 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. MISCELLANEOUS

3.1 In the event of a breach of this Assignment, 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.

3.2 If any provision of this Assignment 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.

3.3 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.

3.4 This Assignment 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 or electronic transmission, which transmission shall be deemed delivery of an originally executed document.

3.5 This Assignment constitutes the entire understanding between the parties and supersedes any and all prior agreements or understandings, written or oral, between the parties regarding the same.

SIGNED by a signatory duly authorized officer
on behalf of

Jelly Button Games Ltd. :

Herzliya

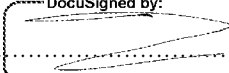
(Place)

9/28/2022

(Date)

Arik sandler

(First name, Last name)

DocuSigned by:

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(Signature)

SIGNED by a signatory duly authorized
officer on behalf of

Playtika Ltd. :

Herzliya

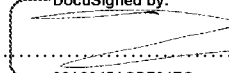
(Place)

9/28/2022

(Date)

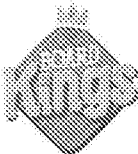
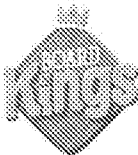
Arik sandler



(First name, Last name)




DocuSigned by:

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(Signature)

Schedule A

Trademark	Serial No.	Reg. No.	Class(es)
ARABUNNIAN NIGHTS	88/756,832	6,096,463	9
BOARD KINGS	87/749,798	5,597,468	9
BOARD KINGS	87/681,725	5,846,167	41
BOARD KINGS & Design (Color) 	87/766,049	5,597,531	9
BOARD KINGS & Design (Color) 	87/766,067	5,693,242	41
BOARD RAIDERS	88/324,773	6,114,430	9
BOARD RAIDERS	88/322,566	6,114,428	41
BRIX BLAST FRIENDS	79/331,539		9, 41
BRIX BLAST RIVALS	79/331,540		9, 41
BRIX! BLOCK BLAST	88/909,026	6,270,044	9
BUNN MIRAGE	88/455,865	6,065,715	9
BUNNSLINGER	88/456,462	5,943,100	9
BUNNY NOIR	88/455,862	5,943,076	9

Trademark	Serial No.	Reg. No.	Class(es)
BUNSYLVANIA	88/455,861	5,914,943	9
CARD KINGS	90/008,387		9, 41
CARROLOT	88/455,860	5,914,942	9
COLOR LAND	88/649,262	6,019,011	9
DICE LIFE	90/118,684	6,708,142	9
HYPER JUMP	88/133,760	5,904,848	9
HYPER JUMP BOUNCING BALL	88/133,759	5,904,847	9
JELLY BUTTON	87/749,809	5,657,572	9
JELLY BUTTON	87/749,808	5,657,571	41
Jelly Button Character Logo (B&W) 	88/546,495	5,938,153	9
Jelly Button Character Logo (B&W) 	88/546,498	5,944,267	41
Jelly Button Character Logo (Color)	87/766,101	5,874,994	9

Trademark	Serial No.	Reg. No.	Class(es)
			
Jelly Button Character Logo (Color) 	87/766,111	5,740,915	41
MAIN ROAD	88/455,859	5,914,941	9
MAXOTAUR	88/320,953	5,963,194	41
MEGA BUNNY1	88/759,903	6,085,848	9
MERGE STORIES	88/527,944	6,246,501	9
NUT HUT	88/422,594	6,076,275	9
Pirate Head Design (Color) 	88/474,559	5,949,530	9
PIRATE KINGS	88/598,554	6,018,626	9
SEAGULL SHORE	88/279,719	5,963,108	41
Skull Design (B&W) 	87/766,060	5,662,921	9
Skull Design (B&W)	87/766,061	5,662,922	41

Trademark	Serial No.	Reg. No.	Class(es)
			
SPECIAL PIRATE	87/785,658	5,741,009	41
STAWBERRY SANDS	88/422,593	6,114,552	9
SUGAR CARROT	88/455,857	5,914,940	9
SWAGA	88/455,856	5,914,939	9
ULTRA ATTACK	88/710,096	6,138,104	9
WORM ZONE	88/406,776	5,913,637	9

Schedule B

Website	Registrant
Boardkinggame.com	Jelly Button Games LTD
Cashkinggame.com	Domains By Proxy, LLC (Jelly Button Games LTD)
Cobra-game.com	Domains By Proxy, LLC (Jelly Button Games LTD)
Gacha-game.com	Domains By Proxy, LLC (Jelly Button Games LTD)
Gamezonfire.com	Jelly Button Games LTD
Godzil.io	Domains By Proxy, LLC (Jelly Button Games LTD)
Godzill.io	Domains By Proxy, LLC (Jelly Button Games LTD)
Hypermaniasvc.com	Jelly Button Games LTD
Jellybtn.com	Jelly Button Games LTD
Jellybtntsvc.com	Domains By Proxy, LLC (Jelly Button Games LTD)
Jellybuttongames.com	Jelly Button Games LTD
Match-king.com	Jelly Button Games LTD
Piratekings-news.com	Jelly Button Games LTD
Piratekings.co	Jelly Button Games LTD
Piratekings.com	Jelly Button Games LTD

Website	Registrant
Piratekingsgame.com	Jelly Button Games LTD
Piratekingsnews.com	Jelly Button Games LTD

Schedule C

Profile	Platform	Link
Jelly Button @JellyButtonGames	Facebook	https://www.facebook.com/JellyButtonGames/
Jelly Button @jellybuttongames	Instagram	https://instagram.com/jellybuttongames
Jelly Button	LinkedIn	https://www.linkedin.com/company/jelly-button-games
Jelly Button Games	Flickr	https://www.flickr.com/photos/jellybuttongames
Jelly Button Games @JellyBGamesYT	Twitter	https://twitter.com/jellybgamesyt
Jelly Button Games	YouTube	https://www.youtube.com/user/JellyButtonGames
@BoardKingsGame	Facebook	https://www.facebook.com/BoardKingsGame
Pirate Kings @CashKingPirates	Facebook	https://www.facebook.com/CashKingPirates
Merge Stories @MergeStories	Facebook	https://www.facebook.com/MergeStories
Dice Life @dicelifegame	Facebook	https://www.facebook.com/dicelifegame
Boardkings	Instagram	https://www.instagram.com/boardkings/

Profile	Platform	Link
boardongemtsy	Instagram	https://www.instagram.com/boardongemtsy/
thepiratekings	Instagram	https://www.instagram.com/thepiratekings/
Merge_stories	Instagram	https://www.instagram.com/merge_stories/