

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM758161

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
Hyper Mania 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: 3			
Property Type	Number	Word Mark	
Registration Number:	5957876	HYPER MANIA	
Registration Number:	5979296	HYPER MANIA	
Registration Number:	5979297	HYPER MANIA	
CORRESPONDENCE DATA			
Fax Number:	6508395071		
<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:	650-839-5050		
Email:	clinettm@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: 4			
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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) **Hyper Mania 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 and all content therein (the “Domain(s)”); (2) the associated social media accounts and all content therein (the “Social Media Account(s)”; and (3) all other associated designations.

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 Agreement, 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.

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SIGNED by a signatory duly authorized officer
on behalf of

Hyper Mania Ltd. :

Herzliya

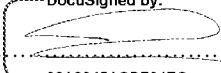
.....
(Place)

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

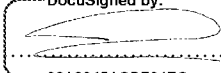
.....
(Place)

9/28/2022

.....
(Date)



Arik sandler

.....
(First name, Last name)

DocuSigned by:

.....
86A3845ACBF04EC...

(Signature)

Schedule A

Trademark	Serial No.	Reg. No.	Class(es)
HYPER MANIA	88/429,491	5,957,876	9
HYPER MANIA & Design (B&W) 	88/206,978	5,979,296	9
HYPER MANIA & Design (B&W) 	88/206,982	5,979,297	41