

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM802418

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Universal International Music B.V.		02/17/2023	Besloten Vennootschap (B.V.): NETHERLANDS
RECEIVING PARTY DATA			
Name:	Polar Music International AB		
Street Address:	Banergatan 16		
Internal Address:	P.O. Box 55777		
City:	Stockholm		
State/Country:	SWEDEN		
Postal Code:	114 83		
Entity Type:	Aktiebolag: SWEDEN		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	3189242	POLAR	
Serial Number:	97800540		
Serial Number:	97800549		
Serial Number:	97800561		
Serial Number:	97800576		
Serial Number:	97800586		
Serial Number:	97800605		
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:	310-865-1708		
Email:	brent.labarge@umusic.com		
Correspondent Name:	Brent LaBarge		
Address Line 1:	Universal Music Group		
Address Line 2:	2220 Colorado Avenue		
Address Line 4:	Santa Monica, CALIFORNIA 90404		
DOMESTIC REPRESENTATIVE			

CH \$190.00 3189242

Name:	Brent LaBarge
Address Line 1:	Universal Music Group
Address Line 2:	2220 Colorado Avenue
Address Line 4:	Santa Monica, CALIFORNIA 90404
NAME OF SUBMITTER:	Brent S. LaBarge
SIGNATURE:	/Brent S. LaBarge/
DATE SIGNED:	04/12/2023
Total Attachments: 5 source=2023.03.04- Transfer of Trademark POLAR#page1.tif source=2023.03.04- Transfer of Trademark POLAR#page2.tif source=2023.03.04- Transfer of Trademark POLAR#page3.tif source=2023.03.04- Transfer of Trademark POLAR#page4.tif source=2023.03.04- Transfer of Trademark POLAR#page5.tif	

DEED OF ASSIGNMENT

This Assignment is made effective the 17th day of February 2023

BETWEEN:

1. **Universal International Music B.V.** of 's Gravelandseweg 80, 1217 EW Hilversum, Netherlands (the "Assignor"); and
2. **Polar Music International AB** of Banérgatan 16, P.O. Box 557 77, 114 83 Stockholm, Sweden (the "Assignee")

WHEREAS:

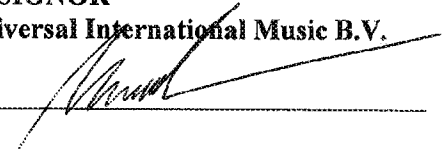
- A. The Assignor is the proprietor of all trade marks and service marks in Schedule 1 (the "Trade Marks");
- B. The Assignor has agreed to assign to Assignee all of Assignor's right, title, and interest in and to such marks as part of the entire business to which the Trade Marks pertain; and
- C. The Assignee is the successor of the ongoing and existing business to which the Trade Marks pertain and desires to acquire all of Assignor's right, title and interest in and to such marks.

AGREED TERMS:

1. The Assignor hereby assigns to the Assignee absolutely all its right, title and interest in and to the Trade Marks, including:
 - i. All right, title and interest in and to the Trade Marks, together with the goodwill of the business represented thereby, as well as the right to take proceedings and retain financial remedies awarded for past infringement;
 - ii. the right to bring, make, oppose, defend, appeal proceedings, claims or actions and obtain relief (and to retain any damages recovered) in respect of any infringement, or any other cause of action arising from ownership, of the Trade Marks whether occurring before, on, or after the date of this deed of assignment.
2. This Assignment may be executed in separate counterparts, and/or by facsimile or electronic signature, each of which shall be deemed an original and all of which together shall constitute one instrument.
3. This Assignment is governed by and is to be construed in accordance with the laws of Sweden.

IN WITNESS WHEREOF this Assignment has been executed and delivered as a deed on the date first written above.


Executed on behalf of
ASSIGNOR
Universal International Music B.V.

(1) 

By: N.P. van den Hoven

Position: Director

Signature of Witness



Witness Name: Lisa Patterson

Witness Address: Hazelhoeve 26

1349LM Almere

The Netherlands

Executed on behalf of
ASSIGNOR
Universal International Music B.V.

(2) 

By: I. van der Beek

Position: Special Authorized Signatory

Signature of Witness



Witness Name: Lisa Patterson

Witness Address: Hazelhoeve 26

1349LM Almere

The Netherlands

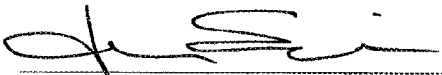
Executed on behalf of
ASSIGNEE
Polar Music International AB

(1) 

By: Joakim Johansson

Position: Managing Director

Signature of Witness



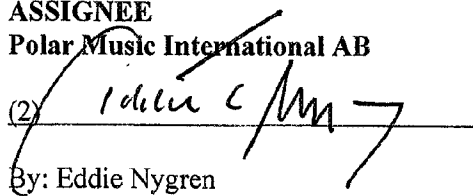
Witness Name: Therese Edin

Witness Address: Box 55777

114 83 Stockholm

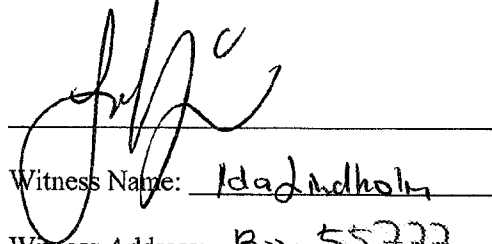
SWEDEN

Executed on behalf of
ASSIGNEE
Polar Music International AB

(2) 
By: Eddie Nygren

Position: CFO Nordic, Chairman of the
board



Signature of Witness








Witness Name: Ida Lindholm

Witness Address: Box 55777
114 83 Stockholm
Sweden

SCHEDULE 1

The Trade Marks

Trade Mark	Country	App. No.	App. Date	Reg. No.	Reg. Date	Int'l Classes
POLAR	Australia	1078298	Sep 29 2005	1078298	Sep 29 2005	9, 41
POLAR	EUTM	004661252	Sep 30 2005	004661252	Oct 27 2006	9, 41
	EUTM	018838389	Feb 20 2023			9, 16, 18, 21, 25, 28
POLAR MUSIC	Mexico	2168400	Feb 18 2019	1999165	May 13 2019	9
POLAR MUSIC	Mexico	2168401	Feb 18 2019	1999166	May 13 2019	41
POLAR	Sweden	1997/1099 2	Dec 9 1997	359207	Jan 10 2003	9, 41
POLAR	Switzerland	58617/201 1	Jul 25 2011	636445	Nov 15 2012	9, 38, 41
POLAR	United States	78788960	Jan 10 2006	3189242	Dec 26 2006	9, 41
	United States	97800540	Feb 17 2023			9

Trade Mark	Country	App. No.	App. Date	Reg. No.	Reg. Date	Int'l Classes
	United States	97800549	Feb 17 2023			16
	United States	97800561	Feb 17 2023			18
	United States	97800576	Feb 17 2023			21
	United States	97800586	Feb 17 2023			25
	United States	97800605	Feb 17 2023			28
POLAR	United Kingdom	UK009046 61252	Sep 30 2005	UK009046 61252	Oct 27 2006	9, 41
	United Kingdom	UK000038 80150	Feb 20 2023			9, 16, 18, 21, 25, 28