

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM845298

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	03/26/2021		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Oxford Analytica Limited		09/12/2023	Private Limited Company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Willis Group Limited		
Street Address:	51 Lime Street		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	EC3M 7DQ		
Entity Type:	Private Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4545988	VALUE AT POLITICAL RISK	
CORRESPONDENCE DATA			
Fax Number:	9497609502		
<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:	9497600404		
Email:	efiling@knobbe.com		
Correspondent Name:	Stacey Halpern		
Address Line 1:	2040 Main Street, 14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	BCKG2.002TUS		
DOMESTIC REPRESENTATIVE			
Name:	Stacey Halpern		
Address Line 1:	2040 Main Street, 14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
NAME OF SUBMITTER:	Stacey Halpern		
SIGNATURE:	/Stacey R. Halpern/		

OP \$40.00 4545988

DATE SIGNED:	10/11/2023
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Total Attachments: 4

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CONFIRMATORY ASSIGNMENT AGREEMENT

This Agreement is made the 12th day of September 2023

BETWEEN:-

1. 'The Assignor': Oxford Analytica Limited, a company organised and existing under the laws of England and Wales with its address at 5 Alfred Street, Oxford, OX1 4EH, United Kingdom.

and

2. 'The Assignee': Willis Limited, a company organised and existing under the laws of England and Wales with its address at 51 Lime Street, London EC3M 7DQ, United Kingdom.

("the Parties")

WHEREAS:-

- A. The Parties entered into an intellectual property transfer and licensing agreement dated 26 March 2021 ("the Assignment").
- B. The Assignor under the terms of the Assignment transferred to the Assignee all of its share and all of its right, title and interest in and to *inter alia* the trade mark registrations shown in the Schedule attached hereto. For the purposes of this agreement the trade marks that are the subject of the said registrations shall be referred to as "the Trade Marks" and the said registrations as "the Registrations".
- C. The Parties wish to enter into this Confirmatory Assignment Agreement ("CAA") to confirm that the Trade Marks and the Registrations were validly transferred under the Assignment from the Assignor to the Assignee and to execute this Agreement.

IT IS AGREED AS FOLLOWS:-

1. In pursuance of the said agreement and in consideration of the sum of £1.00 now paid by the Assignee to the Assignor (receipt of which the Assignor hereby acknowledges) the Assignor hereby confirms that effective as of 26 March 2021 the Assignment transferred with full title guarantee (as defined in Section 2 of the Law of Property (Miscellaneous Provisions) Act 1994) to the Assignee all of the Assignor's share and all of its right, title and interest in and to the Trade Marks and the Registrations to hold the same to the Assignee absolutely, to include all statutory and common law rights attaching thereto and the right to sue for past infringements and to retain any damages obtained as a result of any such action.

2. The Assignor confirms that the Assignment was made with the goodwill of the business under which the Trade Marks have been used by or on behalf of the Assignor.

3. The Assignor shall do and execute or procure that there shall be done and executed all such documents deeds, matters, acts and things as the Assignee may at any time reasonably require properly in order to vest the Trade Marks and the Registrations absolutely in the Assignee.

4. This Agreement is subject to the law of England and Wales and shall be subject to the exclusive jurisdiction of the courts of England and Wales.

SCHEDULE

Country or territory	Mark	Registration number
European Union	VAPOR	10714178
European Union	VALUE AT POLITICAL RISK	10714202
United States of America	VAPOR	4460840
United States of America	VALUE AT POLITICAL RISK	4545988

EXECUTED this day and year first before written.

For and on behalf of
Oxford Analytica Limited ("the Assignor")

Signature: *H. Wilkinson*
Name: KILL WILKINSON
Capacity: GENERAL MANAGER, FISCAL AND GLOBAL INTELLIGENCE

For and on behalf of
Willis Limited ("the Assignee")

Signature: *[Signature]*
Name: DAVE FREED
Capacity: MANAGING DIRECTOR