

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM853954

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the PTO'S error of the current owners. The current owners should list Oxford Analytica Limited and Willis Group Limited previously recorded on Reel 005300 Frame 0135. Assignor(s) hereby confirms the ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST.		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Oxford Analytica Limited		04/18/2013	Limited Corporation: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Willis Group Limited		
<b>Street Address:</b>	51 Lime Street		
<b>City:</b>	London		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	EC3M 7DQ		
<b>Entity Type:</b>	Limited Corporation: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85570202	VAPOR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	949-760-0404		
<b>Email:</b>	efiling@knobbe.com		
<b>Correspondent Name:</b>	Stacey Halpern		
<b>Address Line 1:</b>	2040 Main Street, 14th Floor		
<b>Address Line 4:</b>	Irvine, CALIFORNIA 92614		
<b>ATTORNEY DOCKET NUMBER:</b>	BCKG2.001TUS		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Stacey Halpern		
<b>Address Line 1:</b>	2040 Main Street, 14th Floor		
<b>Address Line 4:</b>	Irvine, CALIFORNIA 92614		
<b>NAME OF SUBMITTER:</b>	Stacey Halpern		

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<b>SIGNATURE:</b>	/Stacey R. Halpern/
<b>DATE SIGNED:</b>	11/16/2023
<b>Total Attachments: 6</b> source=assignment-tm-5300-0135#page1.tif source=assignment-tm-5300-0135#page2.tif source=assignment-tm-5300-0135#page3.tif source=assignment-tm-5300-0135#page4.tif source=assignment-tm-5300-0135#page5.tif source=assignment-tm-5300-0135#page6.tif	

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM307234

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Oxford Analytica Limited		04/18/2013	limited company (Ltd.): UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Willis Group Limited		
<b>Street Address:</b>	51 Lime Street		
<b>City:</b>	London EC3M 7DQ		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Entity Type:</b>	limited company: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85570202	VAPOR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	949-760-0404		
<b>Email:</b>	efiling@knobbe.com		
<b>Correspondent Name:</b>	Andrew H. Simpson		
<b>Address Line 1:</b>	2040 Main Street, 14th Floor		
<b>Address Line 4:</b>	Irvine, CALIFORNIA 92614		
<b>ATTORNEY DOCKET NUMBER:</b>	BCKG2.001TUS		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Andrew H. Simpson		
<b>Address Line 1:</b>	2040 Main Street, 14th Floor		
<b>Address Line 4:</b>	Irvine, CALIFORNIA 92614		
<b>NAME OF SUBMITTER:</b>	Andrew H. Simpson		
<b>SIGNATURE:</b>	/Andrew H. Simpson/		
<b>DATE SIGNED:</b>	06/10/2014		
<b>Total Attachments: 4</b>			
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DATED

18th APR

2013

(1) Oxford Analytica Limited

- and -

(2) Willis Group Limited

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**TRADE MARK ASSIGNMENT**

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THIS ASSIGNMENT is made on

2013

**BETWEEN**

- (1) **Oxford Analytica Limited**, of 5 Alfred Street, Oxford, OX1 4EH, United (“Assignor”); and
- (2) **Willis Group Limited**, of 51 Lime Street, London, EC3M 7DQ, United Kingdom (“Assignee”).

**WHEREAS**

- (1) The Assignor is the proprietor of the registered trade mark and applications (“Marks”) short particulars of which are set out in the Schedule to this assignment.
- (2) The Assignee wishes to purchase an equal and undivided share of the Marks from the Assignor.

**ASSIGNMENT**

1. In consideration of the sum of £1 (receipt of which is hereby acknowledged) the Assignor **ASSIGNS** with full title guarantee an equal and undivided share in the Marks to the Assignee all right, title and interest to the Mark together with all rights attaching thereto and the right to sue for past infringements and to retain any damages obtained as a result of such action to be held by the Assignee and Assignor as joint tenants.
2. This assignment is made with the goodwill attaching to and symbolised by the Mark.
3. The Assignor represents and warrants that:
  - (a) it is the sole legal and beneficial owner of, and owns all the rights and interests in, the Marks;
  - (b) it is properly registered as the applicant or registered proprietor of the Marks in the territories specified in the Schedule;
  - (c) it has not given any third party permission to use any Mark or otherwise licensed or assigned any of the rights under the Marks;
  - (d) each Mark is free from any security interest, option, mortgage, charge or lien;
  - (e) it is unaware of any infringement or likely infringement of any Mark;

- (f) no claim has been made by a third party that disputes the right of the Assignor to use any Mark and it is unaware of any circumstances likely to give rise to a claim;
4. The Assignor agrees that it will at the request of the Assignee at all times hereafter do all such acts and execute such documents as may reasonably be necessary or desirable both to secure the vesting in the Assignee of all rights assigned to it in this agreement and to assist in the resolution of any question concerning the Marks.
  5. No term of this assignment is enforceable under the Contracts (Rights of Third Parties) Act 1999 by a person who is not party to this assignment.
  6. This assignment is governed by English law and is subject to the exclusive jurisdiction of the English Courts.

**THE SCHEDULE**

Trade Mark	Country	Number	Classes
VALUE AT POLITICAL RISK	CTM	010714202	9, 35, 36, 41, 45
VALUE AT POLITICAL RISK	USA	85/682182	9, 35, 36, 41, 45
VAPOR	CTM	010714178	9, 35, 36, 41, 45
VAPOR	USA	85/570202	9, 35, 36, 41, 43

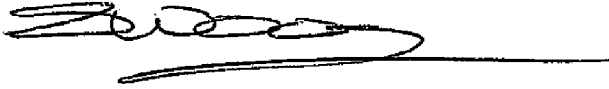
IN WITNESS of which the parties have executed this assignment as follows:

SIGNED for and on behalf of )  
Oxford Analytica Limited )



By (print name) : EDWARD ANDREW BACKHOUSE  
Position : FINANCE & OPERATIONS DIRECTOR

SIGNED for and on behalf of )  
Willis Group Limited )



By (print name) :  
Position :

STEPHEN WOOD  
DIRECTOR