

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM411326

|                                   |  |                       |                            |
|-----------------------------------|--|-----------------------|----------------------------|
| <b>SUBMISSION TYPE:</b>           | NEW ASSIGNMENT                                     |                       |                            |
| <b>NATURE OF CONVEYANCE:</b>      | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                       |                            |
| <b>CONVEYING PARTY DATA</b>       |  |                       |                            |
| <b>Name</b>                       | <b>Formerly</b>                                    | <b>Execution Date</b> | <b>Entity Type</b>         |
| Signum International S.à r.l.     |  | 09/30/2016            | Limited Liability Company: |
| <b>RECEIVING PARTY DATA</b>       |  |                       |                            |
| <b>Name:</b>                      | Signum International AG                            |                       |                            |
| <b>Street Address:</b>            | Haldenstrasse 4                                    |                       |                            |
| <b>City:</b>                      | Luzern   |                       |                            |
| <b>State/Country:</b>             | SWITZERLAND  |                       |                            |
| <b>Postal Code:</b>               | 6006   |                       |                            |
| <b>Entity Type:</b>               | Corporation: LUXEMBOURG                            |                       |                            |
| <b>PROPERTY NUMBERS Total: 33</b> |  |                       |                            |
| <b>Property Type</b>              | <b>Number</b>                                      | <b>Word Mark</b>      |                            |
| <b>Serial Number:</b>             | 74519450   | GO AHEAD VACATIONS    |                            |
| <b>Serial Number:</b>             | 74556835   | EF                    |                            |
| <b>Serial Number:</b>             | 75245430   | THE GLOBAL CLASSROOM  |                            |
| <b>Serial Number:</b>             | 75444891   | ENGLISHTOWN           |                            |
| <b>Serial Number:</b>             | 75635458   | EF ENGLISH FIRST      |                            |
| <b>Serial Number:</b>             | 75654474   | EF EDUCATIONAL TOURS  |                            |
| <b>Serial Number:</b>             | 75665135   | ETRAV                 |                            |
| <b>Serial Number:</b>             | 76179894   | EF                    |                            |
| <b>Serial Number:</b>             | 76005339   | EF TOURS              |                            |
| <b>Serial Number:</b>             | 75445948   | ENGLISHTOWN           |                            |
| <b>Serial Number:</b>             | 75025204   | EF EXPLORE AMERICA    |                            |
| <b>Serial Number:</b>             | 76168431   | EF                    |                            |
| <b>Serial Number:</b>             | 78080045   | EF CLASS TRIPS        |                            |
| <b>Serial Number:</b>             | 76005338   | EF AMERICA            |                            |
| <b>Serial Number:</b>             | 76221079   | ENGLISHLIVE           |                            |
| <b>Serial Number:</b>             | 78670332   | EFEKTA                |                            |
| <b>Serial Number:</b>             | 78660731   | GOAHEAD TOURS         |                            |
| <b>Serial Number:</b>             | 77144644   | EF EDUCATION FIRST    |                            |
| <b>Serial Number:</b>             | 77767173   | HULT                  |                            |

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| Property Type  | Number   | Word Mark                          |
|----------------|----------|------------------------------------|
| Serial Number: | 77767182 | HULT INTERNATIONAL BUSINESS SCHOOL |
| Serial Number: | 77963089 | EFCELT                             |
| Serial Number: | 85168947 | GOED                               |
| Serial Number: | 85427946 | EF EPI ENGLISH PROFICIENCY INDEX   |
| Serial Number: | 85668045 | GO AHEAD                           |
| Serial Number: | 86059082 | EDUCATION FIRST                    |
| Serial Number: | 86099424 | EF COLLEGE STUDY TOURS             |
| Serial Number: | 85824664 | EF EDUCATION FIRST                 |
| Serial Number: | 86088126 | HULT PRIZE                         |
| Serial Number: | 85353966 | EF GLOBAL CLASSROOM FOUNDATION     |
| Serial Number: | 86322388 | LEGILEXI                           |
| Serial Number: | 86304451 | EF HIGH SCHOOL EXCHANGE YEAR       |
| Serial Number: | 86338408 | ASHRIDGE                           |
| Serial Number: | 86720090 | HULT INTERNATIONAL BUSINESS SCHOOL |

**CORRESPONDENCE DATA**

Fax Number: 7037392815

*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.*

Email: iprecordals@cpaglobal.com

Correspondent Name: CPA GLOBAL LTD

Address Line 1: LIBERATION HOUSE

Address Line 2: CASTLE STREET

Address Line 4: ST HELIER, JERSEY JE1 1BL

|                           |   |
|---------------------------|---|
| <b>NAME OF SUBMITTER:</b> | HEIDI WHITTINGHAM                       |
| <b>SIGNATURE:</b>         | HMW/IPR/KW/Signum International/AG/33TM |
| <b>DATE SIGNED:</b>       | 01/06/2017                              |

**Total Attachments: 3**

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USA

ASSIGNMENT

WHEREAS, Signum International S.à r.l. ("ASSIGNOR"), a Limited liability company [type of business entity, e.g., corporation, limited company, public limited company, etc.] organized under the laws of Luxembourg, with a place of business at 22, rue Goethe Luxembourg LUXEMBOURG L-1637, owns the United States trademark registrations ("Registrations") and the United States trademark applications ("Applications") listed on the attached Schedule; and

WHEREAS, Signum International AG ("ASSIGNEE"), a corporation [type of business entity, e.g., corporation, limited company, public limited company, etc.] organized under the laws of Switzerland, with a place of business at Haldenstrasse 4, 6006 Luzern, Switzerland, desires to acquire all rights to the Marks, the Registrations, and the goodwill of the business symbolized by the Marks;

NOW, THEREFORE, in consideration of One Dollar and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has sold, assigned, transferred, and set over, and does, by this Assignment, sell, assign, transfer, and set over unto ASSIGNEE, all rights to the Marks and the Registrations, together with the goodwill of the business symbolized by the Marks, and all claims for damages and profits for past infringement with the right to sue for and collect the same for the use and benefit of ASSIGNEE, its successors, assigns, and legal representatives.


This Assignment is deemed to have become effective as from: 30<sup>th</sup> September 2016.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have caused this Assignment to be executed by its duly authorized officer or representative, as the date(s) written below.

ASSIGNOR: Signum International S.à r.l.

  
Name: Ian Boyle  
Title: Authorised Signatory  
Date: 13<sup>th</sup> December '16

ASSIGNEE: Signum International AG

  
Name: Sarah Buttery  
Title: Authorised Signatory  
Date: 10<sup>th</sup> December 2016

Schedule

| Country | Application Number | IP Registration Number | IP Name                            |
|---------|--------------------|------------------------|------------------------------------|
| USA     | 74/519450          | 1990297                | GOAHEAD VACATIONS                  |
| USA     | 74/556836          | 2051783                | EF & device                        |
| USA     | 75/245430          | 2271348                | THE GLOBAL CLASSROOM               |
| USA     | 75/444891          | 2282810                | ENGLISHTOWN                        |
| USA     | 75/636458          | 2372303                | EF ENGLISH FIRST & device          |
| USA     | 75/654474          | 2372371                | EF EDUCATIONAL TOURS & device      |
| USA     | 75/685135          | 2387273                | ETRAV                              |
| USA     | 76/179894          | 2590961                | EF                                 |
| USA     | 76005339           | 2721841                | EF TOURS                           |
| USA     | 76/445948          | 2724473                | ENGLISHTOWN                        |
| USA     | 76/025204          | 2825322                | EF EXPLORE AMERICA                 |
| USA     | 76/168431          | 2927108                | EF                                 |
| USA     | 78/080045          | 2931518                | EF CLASS TRIPS & device            |
| USA     | 76/005338          | 2948295                | EF AMERICA                         |
| USA     | 78/221079          | 2962105                | ENGLISHLIVE                        |
| USA     | 78/670332          | 3135430                | EFEKTA                             |
| USA     | 78/660731          | 3162023                | GOAHEAD TOURS                      |
| USA     | 77/144644          | 3459033                | EF EDUCATION FIRST                 |
| USA     | 77/767173          | 3742352                | HULT                               |
| USA     | 77/767182          | 3742353                | HULT INTERNATIONAL BUSINESS SCHOOL |
| USA     | 77/063089          | 3953443                | EFCELT                             |
| USA     | 85/168947          | 3977777                | GOED                               |
| USA     | 85427946           | 4153361                | EF EPI English Proficiency Index   |

| Country | Application Number | IP Registration Number | IP Name  |
|---------|--------------------|------------------------|--|
| USA     | 85/668045          | 4292033                | GO AHEAD                                       |
| USA     | 86/059082          | 4532790                | EDUCATION FIRST                                |
| USA     | 86/099424          | 4543296                | EF COLLEGE STUDY TOURS                         |
| USA     | 85/824664          | 4550075                | EF Education First & device (new version)      |
| USA     | 86/088126          | 4550897                | HULT PRIZE                                     |
| USA     | 85/353966          | 4605790                | EF GLOBAL CLASSROOM FOUNDATION                 |
| USA     | 86/322388          | 4707203                | LegiLexi                                       |
| USA     | 86/304451          | 4758724                | EF HIGH SCHOOL EXCHANGE YEAR                   |
| USA     | 86/338408          | 4914575                | ASHRIDGE                                       |
| USA     | 86/720090          |                        | HULT INTERNATIONAL BUSINESS SCHOOL<br>new logo |