

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM819198

<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>
ASCENTIAL GROUP LIMITED		06/14/2023	Private Limited Company: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ASCENTIAL P&P LIMITED		
<b>Street Address:</b>	33 Kingsway		
<b>City:</b>	London		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	WC2B 6UF		
<b>Entity Type:</b>	Company: ENGLAND AND WALES		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4711880	BRANDVIEW	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	8165724627		
<b>Email:</b>	uspt@polsinelli.com, jwillard@polsinelli.com		
<b>Correspondent Name:</b>	Joy Willard		
<b>Address Line 1:</b>	PO Box 140310		
<b>Address Line 4:</b>	Kansas City, MISSOURI 64114-0310		
<b>ATTORNEY DOCKET NUMBER:</b>	072817-481198		
<b>NAME OF SUBMITTER:</b>	Joy Willard, Paralegal		
<b>SIGNATURE:</b>	/Joy Willard/		
<b>DATE SIGNED:</b>	06/23/2023		
<b>Total Attachments: 5</b>			
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CH \$40.00 4711880



Dated 14 June 2023

ASCENTIAL GROUP LIMITED

and

ASCENTIAL P&P LIMITED

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TRADE MARK ASSIGNMENT

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THIS ASSIGNMENT is made the 14 of June 2023.

**BETWEEN:**

- (1) Ascential Group Limited, a company incorporated in England and Wales (registered number 00435820), whose registered office is at 33 Kingsway, London, United Kingdom, WC2B 6UF (the "Assignor"), and
- (2) Ascential P&P Limited, a company incorporated in England and Wales (registered number 14825281) whose registered office is at 33 Kingsway, London, United Kingdom, WC2B 6UF (the "Assignee").

**WHEREAS:**

- (A) The Assignor is the registered proprietor of the trade marks, details of which are set out in Schedule 1 (the "Trade Marks").
- (B) The Assignor has agreed to assign the Trade Marks to the Assignee.

**THE PARTIES AGREE AS FOLLOWS:**

**1. ASSIGNMENT**

In consideration of the payment of one pound sterling (£1) from the Assignee to the Assignor (the receipt of which the Assignor expressly acknowledges), the Assignor hereby assigns to the Assignee all its right, title and interest in and to the Trade Marks together with all goodwill of the business in relation to which such Trade Marks are used (but no other or greater goodwill), including all rights, privileges and advantages thereof including, without limitation, the right to take proceedings and recover damages and obtain all other remedies in respect of past infringements thereof to hold unto the Assignee absolutely.

**2. FURTHER ASSURANCE**

The Assignor shall, at the request and cost of the Assignee, execute any further documents that may be necessary to secure the vesting in the Assignee of all rights assigned to the Assignee under this Assignment.

**3. NO REPRESENTATIONS OR WARRANTIES**




- 3.1 Nothing in this Assignment shall be, or shall be deemed to be, a representation or warranty by the Assignor as to the existence, ownership, validity, enforceability or value of the Trade Marks.
- 3.2 All warranties implied by law (whether by statute or common law or through trade custom or practice or otherwise) are hereby excluded from this Assignment to the maximum extent permitted by law.

**4. GOVERNING LAW**

This Assignment shall be governed by and construed in accordance with English law. Any matter, claim or dispute arising out of or in connection with this Assignment, whether contractual or non-contractual, is to be governed by and determined in accordance with English law. The parties irrevocably agree that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim (including non-contractual disputes or claims) arising out of or in connection with this Assignment.

SCHEDULE 1


Trade Marks

Country	Mark	Registrar's Number	Owner
Ireland	BRANDVIEW logo (series of 2) 	246940	Ascential Group Limited
United Kingdom	BRANDVIEW 	UK00003353495	Ascential Group Limited
United Kingdom	BRANDVIEW logo (series of 2) 	UK00002363190	Ascential Group Limited
USA	BRANDVIEW	4711880	Ascential Group Limited



IN WITNESS WHEREOF this Assignment has been executed by or on behalf of the Parties on the date first above written.

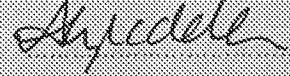
For and on behalf of:  
ASCENTIAL GROUP LIMITED

)   
)

) Name: Amanda Jane Gradden

) Title: Director

For and on behalf of:  
ASCENTIAL P&P LIMITED

)   
)

) Name: Amanda Jane Gradden

) Title: Director