

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM869229

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>SEQUENCE:</b>	1		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Privax Limited		01/01/2024	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Nortonlifelock UK Limited		
<b>Street Address:</b>	280 Bishopsgate		
<b>City:</b>	London		
<b>State/Country:</b>	ENGLAND		
<b>Postal Code:</b>	EC2M 4RB		
<b>Entity Type:</b>	Limited Liability Company: ENGLAND		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4363235	HMA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5032247329		
<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>	5032247529		
<b>Email:</b>	shelly@krdglaw.com		
<b>Correspondent Name:</b>	KOLITCH ROMANO DASCENZO GATES LLC		
<b>Address Line 1:</b>	621 SW Morrison Street #1100		
<b>Address Line 4:</b>	Portland, OREGON 97205		
<b>NAME OF SUBMITTER:</b>	David S. D'Ascenzo		
<b>SIGNATURE:</b>	/David S. D'Ascenzo/		
<b>DATE SIGNED:</b>	01/18/2024		
<b>Total Attachments: 5</b>			
source=20240101 Assignment from Privax to Nortonlifelock UK; HGF404#page1.tif			
source=20240101 Assignment from Privax to Nortonlifelock UK; HGF404#page2.tif			
source=20240101 Assignment from Privax to Nortonlifelock UK; HGF404#page3.tif			
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OP \$40.00 4363235

## ASSIGNMENT OF INTELLECTUAL PROPERTY

This ASSIGNMENT OF INTELLECTUAL PROPERTY (this “Assignment”) is effective on the 1<sup>st</sup> day of January, 2024 by and between Privax Limited, a limited liability company organized under the laws of England and Wales with a principal address of 280 Bishopsgate, London, EC2M 4RB, England (“Assignor”), and Nortonlifelock UK Limited, a limited liability company organized under the laws of England and Wales with a principal address of 280 Bishopsgate, London, EC2M 4RB, England (“Assignee”) (collectively, the “Parties”).

**WHEREAS**, Assignee and Assignor entered into the Asset Sale and Purchase Agreement effective as of February 1, 2023 (“ASPA”) based on which Assignor undertook to transfer certain assets and business (“Privax Business”) to Assignee, including Assignor’s entire right, title and interest in and to the Intellectual Property (as defined below);

**WHEREAS**, in order to implement the ASPA and in accordance therewith, and to cover a situation where any Intellectual Property (as defined below) has not been transferred to the Assignee by the ASPA, Assignor agreed to irrevocably assign to Assignee Assignor’s entire right, title and interest in and to the Intellectual Property (as defined below);

**NOW, THEREFORE**, in consideration of the mutual promises and covenants contained herein and in the ASPA and intending to be legally bound hereby, the Parties hereto agree as follows:

### Definitions

The following definitions shall apply to this Assignment:

“Copyrights” means all of Assignor’s United States and foreign moral rights, author’s rights and copyrights in any work of authorship (including, without limitation, databases and computer software, including, without limitation, all source code, object code, firmware, development tools, files, records and data, and all media on which any of the foregoing is recorded), mask works, all improvements to or derivatives from any of the foregoing, and all registrations and applications for any of the foregoing.

“Intellectual Property” means any and all Patents, Trademarks, and Copyrights that were held by Assignor on the effective date of the ASPA or were acquired by Assignor after the effective date of the ASPA.

“Patents” means all of Assignor’s United States and foreign patents (including, without limitation, continuations, continuations-in-part, divisionals, renewals, reissues, and extensions thereof), inventions or discoveries (including, without limitation, processes, compositions of matter, formulas, techniques, concepts and ideas) whether patentable or not, and whether reduced to practice or not, all improvements to or derivatives from any of the foregoing, registrations and applications (including, without limitation, provisional applications), renewals, reissues and extensions for any of the foregoing.

“Trademarks” means all of Assignor’s United States and foreign trademarks, service marks, Internet domain names, URLs, logos, trade names and trade dress, brand names, model names, corporate names and other source indicators, and all goodwill related thereto,

and all registrations, applications and renewals for any of the foregoing, including without limitation the applications and registrations set forth on Exhibit A.

### **COPYRIGHTS**

1. Assignor hereby assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Copyrights, including but not limited to renewal rights therein, the right to obtain registrations of the Copyrights in the United States and throughout the world, and the right to sue and recover any and all damages and profits, and any and all other remedies, for past, present or future infringements or violations thereof, all in Assignee's sole name.

2. Assignor shall cooperate with Assignee in any action Assignee reasonably requests that Assignor take in order to effectuate, carry out, or fulfill the Parties' intent and/or Assignor's obligations hereunder, including, without limitation, the execution of any instruments and papers that are necessary or desirable, in Assignee's sole discretion, to consolidate, confirm, vest and/or record Assignee's full and complete ownership of the Copyrights with, for example, the U.S. Copyright Office or equivalent foreign offices.

### **PATENTS**

3. Assignor hereby assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Patents, including but not limited to renewal rights therein, the right to obtain patent or equivalent protection therein in the United States and throughout the world, and the right to sue and recover any and all damages and profits, and any and all other remedies, for past, present, or future infringements or violations thereof, all in Assignee's sole name.

4. Assignor shall cooperate with Assignee in any action Assignee reasonably requests that Assignor take in order to effectuate, carry out, or fulfill the Parties' intent and/or Assignor's obligations hereunder, including, without limitation, the execution of any instruments and papers that are necessary or desirable, in Assignee's sole discretion, to consolidate, confirm, vest and/or record Assignee's full and complete ownership of the Patents with, for example, the U.S. Patent and Trademark Office or equivalent foreign offices.

### **TRADEMARKS**

5. Assignor hereby sells, assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Trademarks, together with the goodwill of the business(es) that is/are symbolized by the Trademarks, including but not limited to renewal rights therein, the right to obtain registrations of the Trademarks in the United States and throughout the world, and the right to sue and recover any and all damages and profits, and any and all other remedies, for past, present or future infringements or violations thereof, all in Assignee's sole name.

6. Assignor shall cooperate with Assignee in any action Assignee reasonably requests that Assignor take in order to effectuate, carry out, or fulfill the Parties' intent and/or Assignor's obligations hereunder, including, without limitation, the execution of any instruments and papers that are necessary or desirable, in Assignee's sole discretion, to consolidate, confirm, vest and/or record Assignee's full and complete ownership of the Trademarks with, for example, the U.S. Patent and Trademark Office or equivalent foreign offices, or with domain name registrars.

## GENERAL

7. Entire Agreement. This Assignment may only be modified in a written instrument executed by the Parties.
8. Binding Assignment. This Assignment shall be binding upon and inure to the benefit of each of the Parties hereto, their successors and permitted assigns.
9. Governing Law. This Assignment shall be governed by and construed under the laws of the Commonwealth of Pennsylvania, United States, excluding any conflicts of laws rule or principle that might refer the governance or construction of this Assignment to the law of another jurisdiction.
10. Severability. If any provision of this Assignment shall be deemed invalid or unenforceable by any court of competent jurisdiction, then such portion shall be deemed severed, and the remainder thereof shall be enforceable in accordance with its terms.
11. Notices. All notices and other communications hereunder shall be in writing and shall be given either personally or by overnight express mail, postage prepaid, or by nationally-recognized courier service guaranteeing next business day delivery, charges prepaid, or by fax, to such Party's address (or to such Party's fax number). All notices shall be deemed received on the date when dispatched in accordance with the foregoing sentence.

To Assignor: Privax Limited  
280 Bishopsgate, London, EC2M 4RB  
England  
Attn.: Whitney Elliott Clark  
Director  
Email: [legal@gendigital.com](mailto:legal@gendigital.com)

To Assignee: Nortonlifelock UK Limited  
280 Bishopsgate, London, EC2M 4RB  
England  
Attn.: Bryan Ko  
Director  
Email: [legal@gendigital.com](mailto:legal@gendigital.com)

Notice of any change in any such address shall also be given in the manner set forth above. Whenever the giving of notice is required, the Party entitled to receive such notice may waive the giving of such notice.

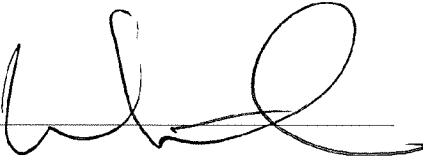
12. Counterparts. This Assignment may be executed in counterparts and by facsimile, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.
13. Headings. All headings contained in this Assignment are for reference only and shall not affect the meaning or interpretation of this Assignment in any manner.

*<signature page follows>*

**IN WITNESS WHEREOF**, the Parties hereto have caused this Assignment to be duly executed on the day and year first above written.

**PRIVAX LIMITED**

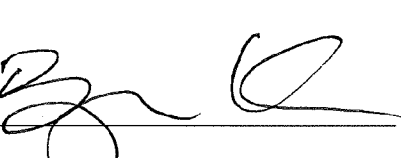
In: Mountain View  
Date: 3 January 2024

By: 

Name: Whitney Elliott Clark  
Title: Director A

**NORTONLIFELOCK UK LIMITED**

In: Mountain View  
Date: 3 January 2024

By: 

Name: Bryan Ko  
Title: Director

## EXHIBIT A

### Trademarks

Trademark:	Status:	Territory:	App No.	Filing Date	Reg. No.	Reg. Date
HIDE MY ASS	Registered	Canada	1674815	29-Apr-14	TMA969519	28-Apr-17
HIDE MY ASS	Registered	European Union (Community)	010786754	4-Apr-12	010786754	3-Oct-12
HideMy	Registered	European Union (Community)	13095765	18-Jul-14	13095765	9-Dec-14
HIDE MY ASS	Registered	Int'l Registration - Madrid Agreement / Protocol - Australia, Norway, Serbia, Switzerland, Turkey, Ukraine	1204967	9-Jan-14	1204967	9-Jan-14
HIDE MY ASS	Registered	United Kingdom	2593092	31-Aug-11	2593092	10-Feb-12
HIDE MY ASS	Registered	United Kingdom	UK00910786754	4-Apr-12	UK00910786754	3-Oct-12
HIDE MY ASS w Donkey logo	Registered	United Kingdom	2593017	31-Aug-11	2593017	17-Feb-12
HideMy	Registered	United Kingdom	3039024	14-Jan-14	3039024	30-May-14
HideMy	Registered	United Kingdom	UK00913095765	18-Jul-14	UK00913095765	9-Dec-14
HMA	Registered	United Kingdom	2593093	31-Aug-11	2593093	10-Feb-12
HIDE MY ASS	Registered	United States of America	85594945	11-Apr-12	4363234	9-Jul-13
HideMy	Registered	United States of America	86346201	23-Jul-14	5456052	1-May-18
HMA	Registered	United States of America	85594957	11-Apr-12	4363235	9-Jul-13