

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Franklin Covey Co.		06/16/2011	CORPORATION: UTAH
RECEIVING PARTY DATA			
Name:	Covey/Link, LLC		
Street Address:	175 West Canyon Crest Road, Suite 100		
City:	Alpine		
State/Country:	UTAH		
Postal Code:	84004		
Entity Type:	LIMITED LIABILITY COMPANY: UTAH		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85132917	4 CORES	
Serial Number:	85132919	13 BEHAVIORS	
CORRESPONDENCE DATA			
Fax Number:	(801)817-8197		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	8018176620		
Email:	Carolyn.Lindsey@franklincovey.com		
Correspondent Name:	Carolyn Lindsey		
Address Line 1:	2200 West Parkway Blvd.		
Address Line 4:	Salt Lake City, UTAH 84119		
NAME OF SUBMITTER:	Carolyn Lindsey		
Signature:	/cl/		
Date:	06/16/2011		
Total Attachments: 6			

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ASSIGNMENT

WHEREAS, Franklin Covey Co., a Utah Corporation with a principal place of business at 2200 W. Parkway Blvd., Salt Lake City, Utah 84119 (hereinafter referred to as "Assignor") is the owner of the entire right, title, and interest in and to the following trademark including all rights in and to such trademark created under any applicable federal or state statutes or common law or under the applicable trademark laws of any foreign country:

WHEREAS, the following trademark is registered with the United States Patent and Trademark Office:

1. Trademark Serial No. 85132917, for the trademark "*4 Cores*";

WHEREAS, Covey Link, a Utah Corporation with a principal place of business at 175 West Canyon Crest Road, Suite 100, Alpine, UT 84004 (hereinafter referred to as "Assignee"), desires to secure the entire interest and good will in and to said trademark, including all rights in and to such trademark created under any applicable federal or state statutes or common law or under the applicable trademark laws of any foreign country, including but not limited to all rights, title, and interest in and to the aforesaid trademark, any and all other common law trademarks owned by Assignors, any and all trademark registrations that may be granted therefore, any and all continuations, renewals and extensions of the aforesaid trademark registrations, and any and all goodwill of the business or businesses associated with any of the aforesaid trademark or trademark registrations within the United States of America and its territorial possessions and within all countries foreign to the United States, (hereinafter collectively referred to as "TRADEMARKS AND GOODWILL");

NOW, THEREFORE, in consideration of the sum of one dollar (\$1.00) paid by Assignee to Assignor and other good and valuable considerations, the receipt and sufficiency of which is hereby acknowledged by said Assignor, Assignor has sold, assigned and transferred and by these presents does hereby sell, assign and transfer unto Assignee the entire right, title, and interest in and to said TRADEMARKS AND GOODWILL within the United States of America and its territorial possessions and within all countries foreign to the United States, all said rights to be held and enjoyed by Assignee for its own use and enjoyment and for the use and enjoyment of its successors and assigns to the full end of the term or terms for which said trademark registrations may be granted as fully and entirely as the same would have been held and enjoyed by said Assignor if this assignment, transfer and sale had not been made.

The aforesaid Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks and all authorized officials of foreign patent and trademark offices to issue said trademark registrations, when granted, to Assignee, as the Assignee of the entire right, title, and interest in and to the same, for the sole use and enjoyment of Assignee, its successors and assigns.

The aforesaid Assignor hereby agrees to sign all lawful papers and to perform all other lawful acts which Assignee may request of Assignor to make this Assignment fully effective, including, by way of example but not of limitation, the following:

Prompt execution of all United States and foreign trademark applications, and all lawful documents requested by Assignee to further the prosecution of any such trademark applications.

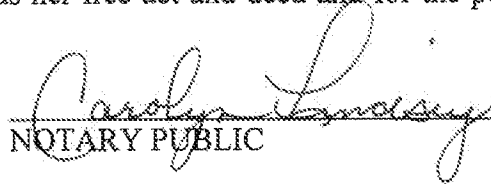
Cooperation to the best of said Assignor's ability in the execution of all lawful documents, the production of evidence, nullification, continuation, renewal, extension, or infringement proceedings involving said trademark.

In Testimony whereof, the undersigned hereby executes this Assignment on behalf of of Franklin Covey Co.


Michael Bettin
Director of Legal Services

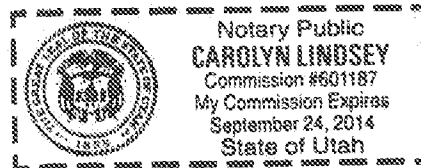
STATE OF UTAH)
 : ss.
COUNTY OF SALT LAKE)

On the 16th of June, 2011, before me personally appeared MICHAEL BETTIN, known to me to be the person described and who signed the foregoing Assignment in my presence and acknowledged under oath before me that she has read the same and knows the contents thereof and that the same is true of her own knowledge excepting as to matters therein alleged upon information and belief and as to those matters she believes to be true, and that she executed the same as her free act and deed and for the purposes set forth therein.


NOTARY PUBLIC

My Commission Expires:

9-24-2014



ASSIGNMENT

WHEREAS, Franklin Covey Co., a Utah Corporation with a principal place of business at 2200 W. Parkway Blvd., Salt Lake City, Utah 84119 (hereinafter referred to as "Assignor") is the owner of the entire right, title, and interest in and to the following trademark including all rights in and to such trademark created under any applicable federal or state statutes or common law or under the applicable trademark laws of any foreign country:

WHEREAS, the following trademark is registered with the United States Patent and Trademark Office:

1. Trademark Serial No. 85132919, for the trademark "*13 Behaviors*";

WHEREAS, Covey Link, a Utah Corporation with a principal place of business at 175 West Canyon Crest Road, Suite 100, Alpine, UT 84004 (hereinafter referred to as "Assignee"), desires to secure the entire interest and good will in and to said trademark, including all rights in and to such trademark created under any applicable federal or state statutes or common law or under the applicable trademark laws of any foreign country, including but not limited to all rights, title, and interest in and to the aforesaid trademark, any and all other common law trademarks owned by Assignors, any and all trademark registrations that may be granted therefore, any and all continuations, renewals and extensions of the aforesaid trademark registrations, and any and all goodwill of the business or businesses associated with any of the aforesaid trademark or trademark registrations within the United States of America and its territorial possessions and within all countries foreign to the United States, (hereinafter collectively referred to as "TRADEMARKS AND GOODWILL");

NOW, THEREFORE, in consideration of the sum of one dollar (\$1.00) paid by Assignee to Assignor and other good and valuable considerations, the receipt and sufficiency of which is hereby acknowledged by said Assignor, Assignor has sold, assigned and transferred and by these presents does hereby sell, assign and transfer unto Assignee the entire right, title, and interest in and to said TRADEMARKS AND GOODWILL within the United States of America and its territorial possessions and within all countries foreign to the United States, all said rights to be held and enjoyed by Assignee for its own use and enjoyment and for the use and enjoyment of its successors and assigns to the full end of the term or terms for which said trademark registrations may be granted as fully and entirely as the same would have been held and enjoyed by said Assignor if this assignment, transfer and sale had not been made.

The aforesaid Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks and all authorized officials of foreign patent and trademark offices to issue said trademark registrations, when granted, to Assignee, as the Assignee of the entire right, title, and interest in and to the same, for the sole use and enjoyment of Assignee, its successors and assigns.

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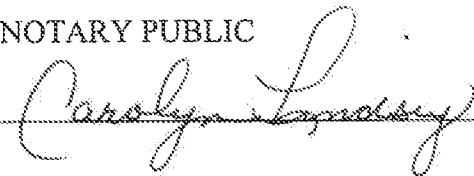
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In Testimony whereof, the undersigned hereby executes this Assignment on behalf of Franklin Covey Co.


Michael Bettin
Director of Legal Services

STATE OF UTAH)
 : ss.
COUNTY OF SALT LAKE)

On the 16th of June, 2011, before me personally appeared MICHAEL BETTIN, known to me to be the person described and who signed the foregoing Assignment in my presence and acknowledged under oath before me that she has read the same and knows the contents thereof and that the same is true of her own knowledge excepting as to matters therein alleged upon information and belief and as to those matters she believes them to be true, and that she executed the same as his/her free act and deed and for the purposes set forth therein.

NOTARY PUBLIC


My Commission Expires:

9-24-2014

