

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Ambassador Capital, LLC		02/24/2012	LIMITED LIABILITY COMPANY: INDIANA

<b>RECEIVING PARTY DATA</b>	
Name:	Willow Creek Association
Street Address:	67 E. Algonquin Road
City:	South Barrington
State/Country:	ILLINOIS
Postal Code:	60010
Entity Type:	Not-For-Profit Corporation: ILLINOIS

<b>PROPERTY NUMBERS Total: 17</b>		
Property Type	Number	Word Mark
Registration Number:	2457757	CONTAGIOUS CHRISTIAN
Registration Number:	2520422	DEFINING MOMENTS
Serial Number:	85103396	ENGAGE
Serial Number:	85103409	ENGAGE
Serial Number:	85103413	ENGAGE
Serial Number:	85103420	ENGAGE
Registration Number:	2855175	GOOD SENSE
Registration Number:	2867888	GOOD SENSE
Registration Number:	2497785	PROMISELAND
Registration Number:	2049238	PROMISELAND
Registration Number:	3319725	PROMISELAND MEDIAWORKS
Registration Number:	1819238	STUDENT IMPACT
Registration Number:	3046874	WILLOW
Registration Number:	2289793	THE LEADERSHIP SUMMIT

OP \$440.00 2457757

**TRADEMARK**

Registration Number:	1837750	W
Registration Number:	1828606	WILLOW CREEK ASSOCIATION
Registration Number:	1836605	WILLOW CREEK RESOURCES

**CORRESPONDENCE DATA**

Fax Number: (703)761-5023  
Phone: 703-761-5000  
Email: trademark@gg-law.com  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Correspondent Name: Nancy Oliver LeSourd  
Address Line 1: 8280 Greensboro Drive, 7th Floor  
Address Line 4: McLean, VIRGINIA 22102

ATTORNEY DOCKET NUMBER:	0834
NAME OF SUBMITTER:	Kenneth E. Liu
Signature:	/Kenneth E. Liu/
Date:	02/24/2012

Total Attachments: 6  
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## TRADEMARK ASSIGNMENT

**WHEREAS**, Ambassador Capital, LLC (“Assignor”), an Indiana limited liability company with a principal place of business at 2977 E. Dupont Road, Fort Wayne, IN 46825 holds certain trademark and service mark rights and interests, in and to the marks set forth on Exhibit A (“Marks”);

**WHEREAS**, Assignor desires to assign all its right, title and interest in and to the Marks, and associated goodwill, to Willow Creek Association (“Assignee”), an Illinois not-for-profit corporation, with a principal place of business at 67 E. Algonquin Road, South Barrington, IL 60010;

**WHEREAS**, Assignee desires to acquire all right, title, and interest in and to the Marks, and associated goodwill from Assignor; and

**WHEREAS**, Assignor and Assignee have agreed to enter into certain Loan Agreements related to the Marks, and desire to clarify the respective parties’ rights and interests in the Marks during the pendency of those agreements;

**NOW, THEREFORE**, for payment of \$100.00, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

Assignor does hereby assign and transfer to Assignee any and all of Assignor’s right, title and interest in and to the Marks and any and all associated goodwill thereto, all trade dress, all common law rights, and any applications, registrations, and any renewals and extensions thereto, including those applications pending before the United States Patent & Trademark Office as identified in Exhibit A, and in and to all income, royalties, damages, claims and payments now or hereafter due or payable with respect thereto, and to all causes of action, either in law or in equity, for past, present or future infringement based on the Marks, and to all rights corresponding to the foregoing throughout the world, including but not limited to any and all associated good will in and to the Marks.

Assignor warrants and represents that it has full authority and power to make this assignment, can quitclaim any and all rights it may have in the Marks, and can make assignment of the same to Assignee free and clear of any encumbrance, lien, or other interest with respect to any third parties, and has the right to transfer clear title to the Marks to Assignee. Assignor shall cooperate to execute and deliver any further documents reasonably requested by Assignee, at Assignee’s expense, for the purpose of effectuating the assignment contemplated herein, including without limitation: (1) in the preparation and prosecution of any application for renewal of a registration covering any of the Marks, (2) in the prosecution or defense of any interference, opposition, infringement, or other proceedings that may arise in connection with the Marks, (3) in obtaining any additional protection for the Marks that Assignee reasonably may deem appropriate that may be secured under the laws now or hereafter in effect in the United States or for all foreign countries, and (4) in the recordation or perfection of this Assignment.

Assignee signs below to acknowledge and accept the assignment of the Marks by Assignor to Assignee;

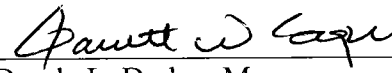
The parties agree that the Assignment shall be effective upon signature of the Assignor.

This Assignment may be executed in any number of counterparts, all of which together will constitute a single agreement and may be executed by facsimile signature. In proving this Assignment, it shall not be necessary to produce or account for more than one counterpart signed by the party with respect to which proof is sought.

**ASSIGNOR:**

**AMBASSADOR CAPITAL, LLC**

1/20/12  
Date

By:   
Daryle L. Doden, Manager  
~~GARRETT W. COOPER, CHIEF OPERATING OFFICER~~

**ASSIGNEE:**

**WILLOW CREEK ASSOCIATION**

1.11.12  
Date

By:   
Michael Gogis, Chief Financial Officer

**Exhibit A**

**MARKS**


SEE ATTACHED CHART

**Exhibit A**  
**Willow Creek Association Trademarks**

**I. Trademarks registered or pending with the U.S. Patent & Trademark Office:**

TRADEMARK REGISTRATION / SERIAL NO.	INTERNATIONAL CLASS DESCRIPTION OF GOODS & SERVICES
<b>CONTAGIOUS CHRISTIAN<sup>®</sup></b>  Reg. No.2,457,757	9: Prerecorded audio tapes and prerecorded video tapes, all featuring religious subject matter. 16: Curriculum books, paper masters for preparation of overhead projector transparencies, and printed teaching materials, all in the religious field. 41: Seminars, conferences, workshops, and educational services or instruction, namely, for leaders to learn and exercise leadership skills in organizations, such as in church organizations.
<b>DEFINING MOMENTS<sup>®</sup></b>  Reg. No.2,520,422	9: Pre-recorded audio cassette tapes, video tapes, and compact discs in the field of religious education.
<b>ENGAGE</b>  Serial No. 85/103,396	9: Computer software, namely, an application for computers and mobile devices for use by churches, ministries, nonprofit organizations, and institutions to interact with each other, to manage volunteer and ministry related groups, and to deliver digital communications and digital content in the field of spiritual growth and transformation; Digital downloadable audio, video, and multimedia files, webcasts, podcasts, and downloadable electronic publications in the nature of brochures, books, newsletters, reports, series of articles, conference and seminar notes, surveys, questionnaires, research reports, and educational and instructional materials, all in the field of spiritual growth and transformation
<b>ENGAGE</b>  Serial No. 85/103,409	16: Printed publications, namely, brochures, books, newsletters, reports, series of articles, conference and seminar notes, surveys, questionnaires, research reports, and educational and instructional materials, all in the field of spiritual growth and transformation.
<b>ENGAGE</b>  Serial No. 85/103,413	41: Providing streaming webcasts in the field of spiritual growth and transformation.
<b>ENGAGE</b>  Serial No. 85/103,420	42: Application service provider, namely, providing, hosting, managing, developing, and maintaining applications, software, websites, and databases for use by churches, ministries, nonprofit organizations, and institutions in the fields of spiritual growth and transformation.
<b>GOOD SENSE<sup>®</sup></b>  Reg. No.2,855,175	9: Prerecorded audio tapes, prerecorded video tapes and compact discs, all featuring religious subject matter. 16: Books, song books, curriculum books, paper masters for preparation of overhead projector transparencies, printed scripts and teaching materials, all in the religious field. 41: Educational services, namely, seminars, conferences and workshops for leaders to learn and exercise leadership skills in organizations, such as church organizations.
<b>GOOD SENSE<sup>®</sup></b>  Reg. No.2,867,888	42: Consulting services in the religious field; religious services, namely, providing religious worship services and operating places of assembly for prayer and worship.

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TRADEMARK REGISTRATION / SERIAL NO.	INTERNATIONAL CLASS DESCRIPTION OF GOODS & SERVICES
<b>PROMISELAND®</b> Reg. No.2,497,785	9: Prerecorded audio tapes, prerecorded video tapes and compact discs, all featuring religious subject matter. 16: Books, song books, curriculum books, paper masters for preparation of overhead projector transparencies, printed scripts and teaching materials, all in the religious field. 41: Educational services, namely, seminars, conferences and workshops for leaders to learn and exercise leadership skills in organizations, such as church organizations. 42: Consulting services in the religious field; religious services, namely, providing religious worship services and operating places of assembly for prayer and worship.
<b>PROMISELAND®</b> Reg. No.2,049,238	41: Arranging and conducting educational conferences on the topic of church ministry.
<b>PROMISELAND MEDIWORKS®</b> Reg. No.3,319,725	9: Pre-recorded recordable electronic media, namely, DVDs, CDs, audio tapes, video tapes and other audio and video recording medias featuring music.
<b>STUDENT IMPACT®</b> Reg. No.1,819,238	41: Education services; namely, conducting classes for high school students in the field of religious knowledge, philosophy and culture.
<b>WILLOW®</b> Reg. No.3,046,874	9: Prerecorded electronic media, namely, prerecorded tapes, namely, prerecorded audio tapes and prerecorded video tapes, prerecorded electronic media discs, namely, prerecorded compact discs and prerecorded digital video discs, all featuring religious subject matter. 16: Printed materials, namely, books, song books, curriculum books, paper masters for preparation of overhead projector transparencies, printed scripts and teaching materials, all in the religious field. 41: Educational services, namely, seminars, conferences and workshops for leaders to learn and exercise leadership skills in organizations, such as church organizations; consultation regarding religious instruction. 45: Evangelistic and ministerial services; consultation regarding religious ministry services.
<b>THE LEADERSHIP SUMMIT®</b> Reg. No. 2,289,793	41: Educational services in the nature of conferences, classes, workshops, and seminars encouraging leaders in organizations, such as church organizations, to learn and exercise leadership skills.
<b>W design®</b> Reg. No.1,837,750 	9: Audio and video cassette tapes and compact discs, all in the religious field. 16: Song books, curriculum books, drama scripts in the religious field. 42: Consulting services in the religious field.
<b>WILLOW CREEK ASSOCIATION®</b> Reg. No.1,828,606	41: Arranging and conducting educational conferences on the topic of church ministry.
<b>WILLOW CREEK RESOURCES®</b> Reg. No.1,836,605	9: Audio cassette tapes, video tapes and compact discs in the religious field. 16: Song books, curriculum books and printed scripts in the religious field.

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**II. Unregistered trademarks:**

TRADEMARK	INTERNATIONAL CLASS DESCRIPTION OF GOODS & SERVICES
<b>REVEAL</b>	<p>38: streaming of audio, video, and audiovisual content via a global communications network in the field of church and individual religious and spiritual growth.</p> <p>41: Seminars, conferences, workshops, courses, lectures in the field of church and individual religious and spiritual growth, and distribution of printed materials in connection therewith; providing a website featuring non-downloadable audio and video recordings in the field of church and individual religious and spiritual growth; online journals, namely, blogs in the field of church and individual religious and spiritual growth.</p> <p>45: Conducting surveys in the field of church and individual religious and spiritual growth; research and analysis in the field of church and individual religious and spiritual growth; consulting services in the field of church and individual religious and spiritual growth; providing information in the field of church and individual religious and spiritual growth; providing information in the field of church and individual religious and spiritual growth via a global communications network.</p>
<b>REVEAL &amp; Design</b>	<p>38: streaming of audio, video, and audiovisual content via a global communications network in the field of church and individual religious and spiritual growth</p> <p>41: Seminars, conferences, workshops, courses, lectures in the field of church and individual religious and spiritual growth, and distribution of printed materials in connection therewith; providing a website featuring non-downloadable audio and video recordings in the field of church and individual religious and spiritual growth; online journals, namely, blogs in the field of church and individual religious and spiritual growth.</p> <p>45: Conducting surveys in the field of church and individual religious and spiritual growth; research and analysis in the field of church and individual religious and spiritual growth; consulting services in the field of church and individual religious and spiritual growth; providing information in the field of church and individual religious and spiritual growth; providing information in the field of church and individual religious and spiritual growth via a global communications network.</p>