

## TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Daniel L. Gordon		06/24/2013	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Gleaner Life Insurance Society		
Street Address:	5200 West U.S. 223		
City:	Adrian		
State/Country:	MICHIGAN		
Postal Code:	49221		
Entity Type:	a Michigan fraternal beneficiary society: MICHIGAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4204894	MISSION FOR LIFE	
Serial Number:	85854795	MISSION FOR LIFE	
CORRESPONDENCE DATA			
Fax Number:	5174820887		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	517-377-0852		
Email:	mmoyne@fraserlawfirm.com		
Correspondent Name:	Mary M. Moyne, Esq.		
Address Line 1:	124 W. Allegan St.		
Address Line 2:	Ste. 1000		
Address Line 4:	Lansing, MICHIGAN 48933		
ATTORNEY DOCKET NUMBER:	GLEANER 4.3-6 AND 4.3-7		
NAME OF SUBMITTER:	Mary M. Moyne		
Signature:	/Mary M. Moyne/		

CH \$65.00 4204894

TRADEMARK

Date:

10/18/2013

Total Attachments: 2

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## **TRADEMARK ASSIGNMENT**

**This Trademark Assignment** is by and between Daniel L. Gordon, an individual residing at 3 Windcrest Court, Adrian, Michigan 49221 (hereinafter Gordon), and Gleaner Life Insurance Society, a Michigan fraternal beneficiary society with offices at 5200 West U.S. 223, Adrian, Michigan 49221 (hereinafter Gleaner).

WHEREAS, contemporaneous with the execution of this Trademark Assignment, Gordon and Gleaner are executing an Assignment Agreement to which this Trademark Assignment is referenced and attached;

WHEREAS, Gordon has adopted and used and is the owner of the trademark MISSION FOR LIFE® for insurance consulting in the field of life insurance and the corresponding U.S. federal trademark Registration No. 4,204,894 issued on September 11, 2012 and the trademark MISSION FOR LIFE and design for educational services, namely, providing mentoring, tutoring, classes, seminars and workshops in the field of insurance; educational services, namely, conducting programs in the field of insurance; and instruction in the field of insurance, and the corresponding pending U.S. federal trademark application No. 85/854,795 filed on February 20, 2013, (collectively the Trademarks); and

WHEREAS, Gleaner desires to acquire all right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

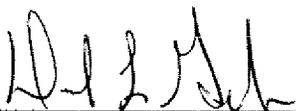
Gordon hereby sells, assigns, transfers and conveys to Gleaner the entire right, title, interest in and to the Trademarks in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks, and any priority right that may arise from the Trademarks), the same to be held and enjoyed by Gleaner as fully and entirely as said interest could have been held and enjoyed by Gordon had this sale, assignment, transfer and conveyance not been made.

Gordon authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and in any applicable jurisdictions outside the United States to record the transfer of the registration set forth on Exhibit A to Gleaner as assignee of Gordon's entire right, title and interest therein. Gordon agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Gleaner's ownership of the Trademarks.

This Trademark Assignment may be executed by the parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, but all such counterparts taken together shall constitute one and the same instrument. Each counterpart may be delivered by facsimile or email transmission, which transmission shall be deemed delivery of an originally executed document.

IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment as of the last date written below.

AGREED:

  
\_\_\_\_\_  
Daniel L. Gordon

06/24/2013  
Date

ACCEPTED:

GLEANER LIFE INSURANCE SOCIETY  
  
\_\_\_\_\_  
Kevin Marti, President and CEO

6/24/13  
Date