

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 | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>20 20 IP, LLC</td> <td></td> <td>02/17/2014</td> <td>LIMITED LIABILITY COMPANY: TENNESSEE</td> </tr> </tbody> </table> | | | | Name | Formerly | Execution Date | Entity Type | 20 20 IP, LLC | | 02/17/2014 | LIMITED LIABILITY COMPANY: TENNESSEE |
| Name | Formerly | Execution Date | Entity Type | | | | | | | | |
| 20 20 IP, LLC | | 02/17/2014 | LIMITED LIABILITY COMPANY: TENNESSEE | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | |
| Name: | PSH Research, Inc. | | | | | | | | | | |
| Doing Business As: | Mizzouri | | | | | | | | | | |
| Street Address: | 2000 Mallory Lane | | | | | | | | | | |
| Internal Address: | Suite 130-122 | | | | | | | | | | |
| City: | Franklin | | | | | | | | | | |
| State/Country: | TENNESSEE | | | | | | | | | | |
| Postal Code: | 37067 | | | | | | | | | | |
| Entity Type: | CORPORATION: TENNESSEE | | | | | | | | | | |
| PROPERTY NUMBERS Total: 1 | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Serial Number:</td> <td>85689131</td> <td>MIZZOURI</td> </tr> </tbody> </table> | | | | Property Type | Number | Word Mark | Serial Number: | 85689131 | MIZZOURI | | |
| Property Type | Number | Word Mark | | | | | | | | | |
| Serial Number: | 85689131 | MIZZOURI | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | |
| Fax Number: | 6152446804 | | | | | | | | | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | | | | | | | | | |
| Phone: | 615-850-8874 | | | | | | | | | | |
| Email: | justin.mcnaughton@wallerlaw.com | | | | | | | | | | |
| Correspondent Name: | Justin F. McNaughton | | | | | | | | | | |
| Address Line 1: | c/o Waller Lansden Dortch & Davis, LLP | | | | | | | | | | |
| Address Line 2: | 511 Union Street, Suite 2700 | | | | | | | | | | |
| Address Line 4: | Nashville, TENNESSEE 37219 | | | | | | | | | | |
| NAME OF SUBMITTER: | Justin F. McNaughton | | | | | | | | | | |
| Signature: | /JUSTIN F. MCNAUGHTON/ | | | | | | | | | | |
| Date: | 02/25/2014 | | | | | | | | | | |
| Total Attachments: 1 source=Mizzouri Assignment#page1.tif | | | | | | | | | | | |

OP \$40.00 85689131

ASSIGNMENT OF TRADEMARK

WHEREAS, 20|20 IP, LLC (hereinafter "Assignor"), a limited liability company with its principal place of business at 2000 Glen Echo Road, Suite 204, Nashville, TN 37215, has adopted and used the following trademark:

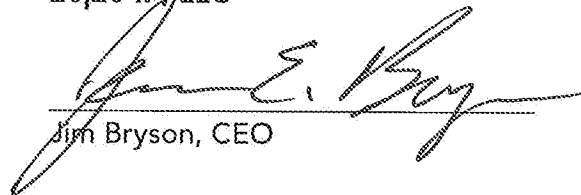
| <u>MARK</u> | <u>TRADEMARK REG. NO.</u> | <u>DATE OF REG.</u> |
|-------------|---------------------------|---------------------|
| MIZZOURI | 4,389,431 | August 30, 2013 |

WHEREAS, PSH Research, Inc. d/b/a Missouri , a corporation (hereinafter "Assignee"), with its principal place of business at 2000 Mallory Lane, Suite 130-122, Franklin, TN 37067-8209, is desirous of acquiring the mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all rights, title and interest in and to the mark, together with the goodwill of the business symbolized by the mark and the registration thereof.

20|20 IP, LLC

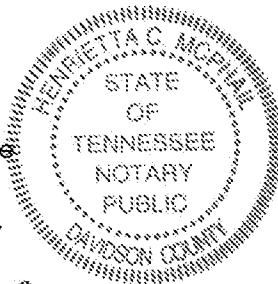
By:



Jim Bryson, CEO

STATE OF TENNESSEE
COUNTY OF DAVIDSON

Subscribed to and sworn to before me

this 17 day of Feb, 2014.




Notary Public