

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM300945

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
7-Eleven, Inc.		11/01/2003	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	Education is Freedom Foundation, Inc.		
Street Address:	2711 N. Haskell Avenue		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75204		
Entity Type:	Non Profit Corporation: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76976249	EDUCATION IS FREEDOM	
CORRESPONDENCE DATA			
Fax Number:	2024576315		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	202-457-6030		
Email:	dlodge@pattonboggs.com, kagee@pattonboggs.com		
Correspondent Name:	Deborah M. Lodge, Patton Boggs LLP		
Address Line 1:	2550 M Street, NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037		
ATTORNEY DOCKET NUMBER:	970766.0201T1US		
NAME OF SUBMITTER:	Deborah M. Lodge		
SIGNATURE:	/Deborah M. Lodge/		
DATE SIGNED:	04/09/2014		
Total Attachments: 3			
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ASSIGNMENT OF TRADEMARK RIGHTS

This Assignment of Trademark Rights (the "Assignment") is entered into this 7 day of NOVEMBER 2003 (the "Effective Date"), by and between 7-Eleven, Inc., a Texas corporation with a principal place of business at 2711 North Haskell Avenue, Dallas, Texas 75204 ("Assignor"), and Education is Freedom Foundation, Inc., a Texas non-profit corporation with a principal place of business at 2711 North Haskell Avenue, Dallas, Texas 75204 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks, service mark and/or trade names used in connection with programs and services related to the fostering of education and fundraising therefor (collectively, "Trademarks") specified in Schedule A, attached hereto, and has registered and/or filed an application to register certain of the Trademarks with the United States Patent and Trademark Office and the Mexican Institute of Industrial Property, as identified in Schedule A.

WHEREAS, Assignee has acquired or is acquiring the portion of Assignor's business to which the Trademarks pertain;

WHEREAS, Assignee is desirous of acquiring all rights of Assignor in and to the Trademarks; and

WHEREAS, Assignor is willing to assign to Assignee all right, title and interest, now owned by Assignor, in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest, now owned by Assignor, in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, and the application therefor, as identified in Schedule A. This assignment includes the right to sue and recover damages for past and future infringements of Assignor's rights in the Trademarks and to bring any proceeding in the United States Patent Trademark Office or any equivalent agency in

any other country for cancellation or opposition or other proceeding in connection with the Trademarks. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignor had this assignment not been made.

Assignor agrees that it will execute, verify, acknowledge and deliver all such further papers, including any instruments of transfer and recordable assignments as Assignee reasonably may request from time to time, to perfect and vest title in the Trademarks in Assignee, or Assignee's successors and assigns.

This Agreement shall be governed by and enforced in accordance with the laws of the State of Texas, without giving effect to any conflicts of law principles. This Agreement shall be binding on, and shall inure to the benefit of the parties hereto and their respective successors and assigns. Each party represents that it has taken all necessary action to authorize the execution and delivery of this Agreement.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by their respective duly authorized officers, as of the Effective Date.

7-ELEVEN, INC.

EDUCATION IS FREEDOM FOUNDATION, INC.

By:

Mary L. Smith

By:

Kristi Sherrill

Title:

VP FIELD MERCHANDISING

Title:

Executive Director

Date:

NOV 3, 2003

Date:

NOV. 5, 2003

ATTEST:

Gordon A. Henne
Assistant Secretary

SCHEDULE A

1. EDUCATION IS FREEDOM
U.S. Serial Numbers: 76/206,776 and 76/976249
U.S. Filing Date: February 7, 2001
2. Trademark: The unregistered logo including the words EDUCATION IS FREEDOM depicted below.



3. Trademark: The unregistered mark EIF.
4. LA EDUCACION ES LA LIBERTAD
International Class 36
Mexican Registration No. 739,651
Mexican Registration Date: May 21, 2001
5. LA EDUCACION ES LA LIBERTAD
International Class 41
Mexican Registration No. 709,216
Mexican Registration Date: May 21, 2001
6. LA EDUCACION ES LA LIBERTAD
International Class 42
Mexican Registration No. 709,217
Mexican Registration Date: May 21, 2001