

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM320184

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
UNIVERSITY OF MIAMI		10/31/2013	not for profit corporation: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ARIZONA BOARD OF REGENTS ON BEHALF OF THE UNIVERSITY OF ARIZONA		
<b>Street Address:</b>	1 National Championship Drive		
<b>City:</b>	Tucson		
<b>State/Country:</b>	ARIZONA		
<b>Postal Code:</b>	85721		
<b>Entity Type:</b>	CORPORATION: ARIZONA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4043151	NEVER SETTLE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4153920827		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	415-392-1960		
<b>Email:</b>	trademarkgroup@sideman.com		
<b>Correspondent Name:</b>	Kelly Phair McCarthy		
<b>Address Line 1:</b>	One Embarcadero Center, 22nd Floor		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94111		
<b>ATTORNEY DOCKET NUMBER:</b>	NEVER SETTLE		
<b>NAME OF SUBMITTER:</b>	Barbara Bruntlett		
<b>SIGNATURE:</b>	/Barbara Bruntlett/		
<b>DATE SIGNED:</b>	10/15/2014		
<b>Total Attachments: 1</b>			
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TRADEMARK ASSIGNMENT

WHEREAS, the UNIVERSITY OF MIAMI, a not for profit Florida corporation ("Assignor"), with its principal place of business at 1252 Memorial Drive, Coral Gables, Florida 33146, is the owner of the registered trademark NEVER SETTLE, U.S. Registration no. 4,043,151, in Class 41 for education services, namely, undergraduate and graduate business instruction ("Trademark").

WHEREAS, the ARIZONA BOARD OF REGENTS ON BEHALF OF THE UNIVERSITY OF ARIZONA ("Assignee") an Arizona body corporate with its principal place of business at 1 National Championship Drive, Tucson, Arizona 85721, is desirous of acquiring any and all rights that Assignor may have throughout the world in and to the Trademark together with the goodwill of the business only in connection with which the Trademark is used;

NOW, THEREFORE, for one dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all of Assignor's rights, title and interest in and to the Trademark and the registration therefore, together with the goodwill of the business to the extent resulting from the Trademark use.

Assignor agrees to execute and deliver at the request of the Assignee, all reasonably requested papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title and interest in and to the Trademark to the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is necessary to effectuate the assignment, to the extent such evidence is in the possession or control of Assignor. This assignment is effective September 31, 2013, October

ASSIGNOR  
UNIVERSITY OF MIAMI

ASSIGNEE  
ARIZONA BOARD OF REGENTS ON BEHALF  
OF THE UNIVERSITY OF ARIZONA

By: [Signature]

By: [Signature]

Name: Humberto Speziani

Name: Teresa J. Thompson

Its: Assistant Vice President,  
Financial Operations

Its: Senior Vice President University Relations