

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM321338

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>SEQUENCE:</b>	1		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Beyond Hello, Inc.		09/30/2014	CORPORATION: GEORGIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Mystery Researchers, LLC		
<b>Street Address:</b>	1718 Peachtree Street, NW		
<b>Internal Address:</b>	Suite 550		
<b>City:</b>	Atlanta		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30309		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: GEORGIA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2184857	BEYOND HELLO	
<b>Registration Number:</b>	3792485		
<b>Registration Number:</b>	2125565	REFLECTING THE CUSTOMER'S EXPERIENCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	404 429 0210		
<b>Email:</b>	mark.stowers@onebridgehouse.com		
<b>Correspondent Name:</b>	Mark Stowers/OneBridgehouse		
<b>Address Line 1:</b>	1718 Peachtree Street		
<b>Address Line 2:</b>	Suite 550		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309		
<b>NAME OF SUBMITTER:</b>	Mark Stowers		
<b>SIGNATURE:</b>	/mark stowers/		
<b>DATE SIGNED:</b>	10/28/2014		
<b>Total Attachments: 2</b>			
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OP \$90.00 2184857



## TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is effective as of September 21 2014, by and between Beyond Hello, Inc., a Wisconsin corporation ("Seller") and Mystery Researchers, LLC, a Georgia limited liability company ("Buyer").

A. Seller has adopted, and is the owner of the trademark

Word Mark - Beyond Hello - as typed drawing, U.S. Registration Number 2184857;



- as design only, U.S. Registration Number 3792485;

Word Mark- REFLECTING THE CUSTOMER'S EXPERIENCE, U.S. Registration Number 2125565; and

all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, domain name rights, causes of action, and the right to recover for past infringement (collectively, the "Trademarks").

B. Seller has acquired goodwill in the portion of the business associated with and symbolized by the Trademarks and has not abandoned same.

C. Seller desires to assign to Buyer all rights, title, and interest in and to the Trademarks owned by Seller.

**THEREFORE**, Seller and Buyer hereby agree as follows:

(1) Seller hereby conveys, sells, transfers and assigns to Buyer and to Buyer's successors, assigns and legal representatives, all of Seller's rights, titles and interests throughout the world in and to (a) the Trademarks (b) United States Trademark Registrations 2184857; 3792485; 2125565, (c) all the good will of that portion of Seller's business and/or businesses symbolized by the Trademarks, together with (i) all income and royalties hereafter due or payable to Seller with respect to the Trademarks, (ii) all damages and payments for past or future infringements and misappropriations of the Trademarks; and (iii) all rights to sue for past, present and future infringements or misappropriations of the Trademarks, all for Buyer's own use and enjoyment (including, without limitation, the right to renew and/or apply for trademark and/or service mark registrations within or outside the United States based in whole or in part upon the Trademarks, and

including any priority right that may have arisen from Seller's use of the Trademarks and/or prior ownership of the federal registration of the Trademarks).

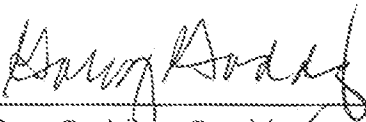
(2) Seller warrants to and covenants with Buyer, and Buyer's successors, assigns and legal representatives, that Seller has full right to convey the entire rights, titles and interests herein assigned by Seller to Buyer, and that Seller has not executed, and will not execute, any agreements which are inconsistent herewith.

(3) Seller agrees to execute any instruments and perform any acts which may be reasonably necessary to fully effectuate and record in any and all jurisdictions throughout the world the assignment of the rights, titles and interests assigned to Buyer, and Buyer's successors, assigns and legal representatives, pursuant to this Assignment.

**IN WITNESS WHEREOF**, Seller and Buyer have duly executed and delivered this Assignment as of the date first set forth above.

**SELLER:**

Beyond Hello, Inc.  
A Wisconsin corporation

By:   
\_\_\_\_\_  
Gary Godding, President

By:   
\_\_\_\_\_  
Christopher Warzynski, Vice President

**BUYER:**

Mystery Researchers, LLC  
a Georgia limited liability company

By:   
\_\_\_\_\_  
Research Services Group, LLC,  
Sole Member  
Lisa van Kesteren, President