

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM323578

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
M Hayes & Associates, LLC		10/30/2014	LIMITED LIABILITY COMPANY: MARYLAND
RECEIVING PARTY DATA			
Name:	M Hayes Affiliates, LLC		
Street Address:	440 East Swedesford Rd		
City:	Wayne		
State/Country:	PENNSYLVANIA		
Postal Code:	19087		
Entity Type:	LIMITED LIABILITY COMPANY: PENNSYLVANIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4450773	AFFILIATE ALLIANCE	
CORRESPONDENCE DATA			
Fax Number:	2155680300		
<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>			
Phone:	2155686200		
Email:	msf@hangley.com		
Correspondent Name:	michele S. Fenkel		
Address Line 1:	One Logan Square		
Address Line 2:	27th Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
ATTORNEY DOCKET NUMBER:	34185-001		
NAME OF SUBMITTER:	Michele S. Fenkel		
SIGNATURE:	/msf/		
DATE SIGNED:	11/18/2014		
Total Attachments: 1			
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SERVICE MARK ASSIGNMENT

WHEREAS, M Hayes & Associates, LLC, a Maryland limited liability company, with its principal place of business at 225 International Circle, Suite 201, Hunt Valley, Maryland 21030 ("Assignor"), has adopted, owns and is using the following service mark for which Assignor owns the following identified federal registration on the Principal Register of the United States Patent and Trademark Office for the goods and/or services identified therein ("the Mark"):

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
AFFILIATE ALLIANCE	4,450,773	December 17, 2013

; and

WHEREAS, M Hayes Affiliates, LLC, a Pennsylvania limited liability company, with a principal place of business at 440 East Swedesford Road, Suite 1000, Wayne, PA 19087 ("Assignee"), desires to acquire the Mark and the above-referenced registration therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the registrations thereof.

M HAYES & ASSOCIATES, LLC


Melinda Hayes, President and CEO

Dated effective as of: 10/30/14