

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM329676

|   |  |                       |                       |
|---|--|-----------------------|-----------------------|
| <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>    |
| Brierley & Partners, Inc.   |  | 12/18/2014            | CORPORATION: DELAWARE |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                       |
| <b>Name:</b>  | The Brierley Group, LLC                            |                       |                       |
| <b>Street Address:</b>  | 5465 Legacy Drive                                  |                       |                       |
| <b>Internal Address:</b>  | Suite 300  |                       |                       |
| <b>City:</b>  | Plano  |                       |                       |
| <b>State/Country:</b>   | TEXAS  |                       |                       |
| <b>Postal Code:</b>   | 75024  |                       |                       |
| <b>Entity Type:</b>   | LIMITED LIABILITY COMPANY: TEXAS                   |                       |                       |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |                       |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                       |
| <b>Registration Number:</b>   | 1876069  | YOURS FOR THE ASKING  |                       |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                       |
| <b>Fax Number:</b>  | 9723789115   |                       |                       |
| <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>   | 972-378-9111                                       |                       |                       |
| <b>Email:</b>   | ipdocketing@dallasbusinesslaw.com                  |                       |                       |
| <b>Correspondent Name:</b>  | Kelly J. Kubasta                                   |                       |                       |
| <b>Address Line 1:</b>  | 2500 Dallas Parkway                                |                       |                       |
| <b>Address Line 2:</b>  | Suite 501  |                       |                       |
| <b>Address Line 4:</b>  | Plano, TEXAS 75093                                 |                       |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 1051 (FORMALLY)                                    |                       |                       |
| <b>NAME OF SUBMITTER:</b>   | Kelly J. Kubasta                                   |                       |                       |
| <b>SIGNATURE:</b>   | /Kelly J. Kubasta/                                 |                       |                       |
| <b>DATE SIGNED:</b>   | 01/22/2015   |                       |                       |
| <b>Total Attachments: 1</b>   |  |                       |                       |
| source=TBG_YFA Trademark Assignment (signed) 2014-1218#page1.tif  |  |                       |                       |

OP \$40.00 1876069

**TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made this 19th day of December 2014 (the "Effective Date"), between Brierley & Partners, Inc. ("Assignor"), a Delaware Corporation with a business address of 5465 Legacy Drive Suite #300, Plano, Texas 75024 and The Brierley Group, LLC ("Assignee"), a Texas Limited Liability Company with a business address of 5465 Legacy Drive Suite #300, Plano, Texas 75024 (collectively, "the Parties").

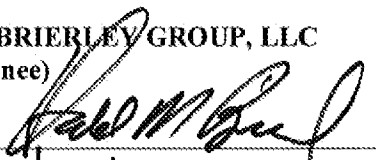
WHEREAS, Assignor is the owner of record of United States Trademark Registration No. 1,876,069 for YOURS FOR THE ASKING which covers "promoting the goods and services of others by the distribution of free or discounted gifts and rewards," in Class 35 (the "Mark");

WHEREAS, Assignee is desirous of acquiring the Mark and Assignor is willing to assign the Mark to Assignee pursuant to the terms of this Assignment.


NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. Assignment. Assignor hereby assigns, transfers and conveys to Assignee all of Assignor's right, title and interest in and to the Mark, in the United States and elsewhere, including the right to sue for past infringement, together with the goodwill associated with the Mark.
2. Further Assurances. Assignor shall execute and deliver to Assignee such other documents and assignments as may be necessary to consummate or implement this Assignment. Assignee shall be responsible for recording this Assignment with the United States Patent and Trademark Office.
3. Binding Effect. This Assignment shall be binding upon and shall inure to the benefit of the Parties, and their respective successors and assigns.

**THE BRIERLEY GROUP, LLC**  
 (Assignee)

By:   
 Name: Harold M. Brierley  
 Title: Chairman & CEO

**BRIERLEY & PARTNERS, INC.**  
 (Assignor)

By:   
 Name: DAVID MELLINGER  
 Title: CEO

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