

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM339901

<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>
New REI Holdings, LLC		04/23/2015	LIMITED LIABILITY COMPANY: ARIZONA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Realty Executives International, Inc.		
<b>Street Address:</b>	8324 E. Hartford Dr.		
<b>Internal Address:</b>	Suite 200		
<b>City:</b>	Scottsdale		
<b>State/Country:</b>	ARIZONA		
<b>Postal Code:</b>	85255		
<b>Entity Type:</b>	CORPORATION: ARIZONA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86505409	REALTY EXECUTIVES	
<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>	602-382-6228		
<b>Email:</b>	krigby@swlaw.com, ipdocket@swlaw.com		
<b>Correspondent Name:</b>	Howard Sobelman, Snell & Wilmer L.L.P.		
<b>Address Line 1:</b>	400 East Van Buren		
<b>Address Line 2:</b>	One Arizona Center		
<b>Address Line 4:</b>	Phoenix, ARIZONA 85004-2202		
<b>ATTORNEY DOCKET NUMBER:</b>	79007.01100		
<b>NAME OF SUBMITTER:</b>	Howard Sobelman		
<b>SIGNATURE:</b>	/Howard Sobelman/		
<b>DATE SIGNED:</b>	04/30/2015		
<b>Total Attachments: 1</b>			
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**ASSIGNMENT OF TRADEMARK**

Whereas, **New REI Holdings, LLC** (Assignor), an Arizona limited liability company, having its principal offices at 8324 E. Hartford Dr., Suite 200, Scottsdale, Arizona 85255, the owner of U.S. Trademark Application No. 86/505,409;

Whereas, **Realty Executives International, Inc.** (Assignee), an Arizona corporation having its principal place of business at 8324 E. Hartford Dr., Suite 200, Scottsdale, Arizona 85255, is desirous of acquiring all rights to said trademark, including all common-law rights thereto;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to U.S. Trademark Application No. 86/505,409, together with the goodwill of the business symbolized by said trademark and any applications and registrations thereof, and including all common-law and other rights, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said trademark and any applications and registrations thereof prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use. Assignor hereby agrees that it will execute any additional documents necessary to complete the recordal of this assignment in any country or jurisdiction where necessary.

The undersigned, being duly authorized and acting on behalf of the Assignor and Assignee, does hereby execute this assignment to take effect on the 23 day of April, 2015.

ASSIGNOR

Name:



Title:

Secretary