

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM341765

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Randy D Smith		04/27/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	The Curators of the University of Missouri		
Street Address:	1601 S. Providence Road, Suite 124		
City:	Columbia		
State/Country:	MISSOURI		
Postal Code:	65211		
Entity Type:	Public Corporation: MISSOURI		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4515288	MISSOURI BUSINESS ALERT	
CORRESPONDENCE DATA			
Fax Number:	3146673633		
<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:	314-552-6000		
Email:	ipdocket@thompsoncoburn.com		
Correspondent Name:	Jennifer A. Visintine		
Address Line 1:	One US Bank Plaza		
Address Line 2:	Thompson Coburn LLP		
Address Line 4:	St. Louis, MISSOURI 63101		
ATTORNEY DOCKET NUMBER:	52553-141057		
NAME OF SUBMITTER:	Jennifer A. Visintine		
SIGNATURE:	/jennifer a. visintine/		
DATE SIGNED:	05/19/2015		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, Randall D. Smith (a/k/a Randy D. Smith), an individual with an address of _____, United States ("Smith"), is the registered owner of U.S. Trademark Registration Number 4,515,288 for the mark MISSOURI BUSINESS ALERT as identified in Appendix A (hereinafter referred to as the "Trademark Registration"); and

WHEREAS, The Curators of the University of Missouri, a Missouri public corporation ("Assignee"), is desirous of acquiring all of Smith's right, title and interest in and to the Trademark Registration and the MISSOURI BUSINESS ALERT name and mark, and the goodwill associated therewith.

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


1. Smith hereby assigns to Assignee all of Smith's right, title and interest in and to the Trademark Registration and the MISSOURI BUSINESS ALERT name and mark, together with the goodwill associated therewith, and the right to sue for, and recover for, any past infringements thereof, to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Smith had this assignment not been made.

2. Smith shall, upon the request of Assignee, execute any further documents reasonably required by Assignee to secure and enforce the rights granted to Assignee under this assignment.

3. Smith agrees to refrain from using, attempting to register or registering MISSOURI BUSINESS ALERT, or any other phrase containing MISSOURI BUSINESS ALERT, as a trademark, service mark, trade name, domain name or otherwise, except as expressly permitted by Assignee in writing.

4. Smith shall take no action or position inconsistent with Assignee's right to use and register the mark MISSOURI BUSINESS ALERT or any variation thereof. Smith agrees to refrain from challenging Assignee's use and/or registration of MISSOURI BUSINESS ALERT or any variation thereof.

IN WITNESS WHEREOF, the undersigned has caused its duly authorized representative to execute this assignment as of the 27 day of April, 2015.

Randall D. Smith
By: 
Signature
Randall D. Smith
Printed Name

Appendix A

Trademark	Reg. No.	Goods/Services	Registrant
MISSOURI BUSINESS ALERT	4,515,288	<i>Providing an internet website featuring news and information in the fields of business, labor, law, manufacturing, entrepreneurs, technology, finance and government affairs (in International Class 35)</i>	Smith, Randy D.