

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM346583

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LifeWay Christian Resources		09/10/2013	CORPORATION: TENNESSEE
RECEIVING PARTY DATA			
Name:	Glorieta 2.0, Inc.		
Street Address:	11 State Hwy 50		
City:	Glorieta		
State/Country:	NEW MEXICO		
Postal Code:	87535		
Entity Type:	CORPORATION: NEW MEXICO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75198491	GLORIETA	
CORRESPONDENCE DATA			
Fax Number:	7196230141		
<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:	7194757103		
Email:	ptohlg@me.com		
Correspondent Name:	Huffman Law Group, PC		
Address Line 1:	7702 Barnes Rd, Suite 140-46		
Address Line 4:	Colorado Springs, COLORADO 80922		
ATTORNEY DOCKET NUMBER:	GLORIETA		
NAME OF SUBMITTER:	Taysie J. Locke		
SIGNATURE:	/Taysie J. Locke/		
DATE SIGNED:	07/01/2015		
Total Attachments: 2			
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OP \$40.00 75198491

TRADEMARK ASSIGNMENT

LifeWay Christian Resources of the Southern Baptist Convention, a Tennessee nonprofit corporation (“**Assignor**”), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, hereby sells, assigns, transfers, conveys and delivers, effective as of September 10, 2013 (the “**Effective Date**”), unto Glorieta 2.0, Inc., a New Mexico nonprofit corporation, or its permitted assign(s) (“**Assignee**”), all rights, title and interests of Assignor in and to the trademark registration applicable to the following trademark:

Trademark	Registration No. / Serial No.	Registration Date
Glorieta	75198491	November 25, 1997

(the “**Assigned Trademark**”) and any and all renewals and extensions thereof that may be secured under all laws now or hereafter in force, together with the goodwill symbolized by and exclusively associated with such marks, and along in each case, to the full extent permitted by law, any and all causes of action heretofore accrued in the Assignor's favor (without any duty to share any litigation proceeds with Assignor) for infringement of such Assigned Trademarks, to the full extent of such rights, together with the right to initiate suit and obtain damages and attorneys' fees and other forms of relief arising from any infringement, misappropriation or other violation of any of such Assigned Trademarks. This Trademark Assignment is not intended to be an “assignment in gross”.

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IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed, effective as of the Effective Date.

Assignor

LifeWay Christian Resources of the Southern Baptist Convention

By: *Jerry Rhyne*
Name: Jerry Rhyne
Title: CFO
Vice President, Finance and Business Services Division

STATE OF TENNESSEE)
) SS:
COUNTY OF DAVIDSON)

On the 10th day of September, in the year 2013, before me, the undersigned, personally appeared Jerry Rhyne, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her official capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Witness my hand and official seal.

Lori Morrison
Notary Public

