

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM355241

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BNI Enterprises, Inc.		11/09/2014	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Referral Institute Management, LLC.		
Street Address:	3888 Petaluma Hill Road		
City:	Santa Rosa		
State/Country:	CALIFORNIA		
Postal Code:	95404		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3752602	VCP PROCESS	
CORRESPONDENCE DATA			
Fax Number:	2124903038		
<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:	212.915.5143		
Email:	adam.bialek@wilsonelser.com		
Correspondent Name:	Adam R. Bialek		
Address Line 1:	150 East 42 Street		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	11505.00006		
NAME OF SUBMITTER:	Adam R. Bialek		
SIGNATURE:	/adam r. bialek/		
DATE SIGNED:	09/16/2015		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Agreement") is entered into by and between BNI Enterprises, Inc., a corporation duly organized and existing under the laws of the State of California with its principal place of business at 545 College Commerce Way, Upland, CA 91786 ("Assignor") and Referral Institute Management, LLC, a California limited liability company with its principal place of business at 3888 Petaluma Hill Road, Santa Rosa, CA 95404 ("Assignee") as of the 9 day of November, 2013 (the "Effective Date").

WHEREAS, Assignor is the owner of the "VCP Process" trademark (the "Trademark") and that part of the good will of the business connected with the use of and symbolized by the Trademark;

WHEREAS, Assignor is the owner of the federal registration for the Trademark which was registered on the Principal Register of the United States Patent and Trademark Office on February 23, 2010 and bears Registration No. 3,752,602 (the "Registration");


WHEREAS, Assignor uses the Trademark in connection with the following goods and services identified in the Registration, having done so continuously since October 1, 2006: educational publications, namely, printed teacher and student materials to educate business people in the field of networking, namely, how to network with individuals for the purpose of promoting business connections and relationships; and conducting seminars to educate business people in the field of networking, namely, how to network with individuals for the purpose of promoting business connections and relationships; and


WHEREAS, Assignee desires to acquire from Assignor the Trademark, accompanying good will, and Registration.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business associated therewith, the Registration of the Trademark and any renewals and extensions thereof, effective as of the date set forth above.

BNI ENTERPRISES, INC.:

**REFERRAL INSTITUTE
MANAGEMENT, LLC:**

By: 
Name: IVAN R. MISNER
Title: CHAIRMAN

By: 
Name: MICHAEL MACEDONIO
Title: MANAGING MEMBER