

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM371174

<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>
Market Tactics, Inc.		01/26/2016	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MYMILITARYSAVINGS.COM, Inc.		
<b>Street Address:</b>	P. O. Box 182110		
<b>City:</b>	Coronado		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92110		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3815091	SHELF CONFIDENCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3154741216		
<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>	315-233-8239		
<b>Email:</b>	mcody@mackenziehughes.com		
<b>Correspondent Name:</b>	Mary Anne Cody, Esq.		
<b>Address Line 1:</b>	101 S. Salina St.		
<b>Address Line 2:</b>	Suite 600		
<b>Address Line 4:</b>	Syracuse, NEW YORK 13202		
<b>NAME OF SUBMITTER:</b>	John J. Sierotnik, Esq.		
<b>SIGNATURE:</b>	/js/		
<b>DATE SIGNED:</b>	01/29/2016		
<b>Total Attachments: 2</b>			
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source=trademark signed for#page2.tif			

OP \$40.00 3815091

**TRADEMARK ASSIGNMENT**

**THIS ASSIGNMENT** is made and entered into as of December 31, 2015, by MARKET TACTICS, INC., a New York business corporation ("Assignor") for the benefit of MYMILITARYSAVINGS.COM, INC. a California corporation ("Assignee").

**WHEREAS**, Assignor is the owner of the United States trademark "Shelf Confidence" registration number 3815091 (the "Trademark"); and

**WHEREAS**, Assignor desires to transfer and assign to Assignee all of Assignor's right, title and interest in and to the Trademarks, together with any goodwill in connection with which the Trademark are used and which is symbolized by the Trademark, along with the right to sue and recover damages and profits for past infringements thereof; and

**WHEREAS**, Assignee desires to acquire from Assignor all of Assignor's right, title and interest in and to the Trademark, together with any goodwill in connection with which the Trademark are used and which is symbolized by the Trademark, along with the right to sue and recover damages and profits for past infringements thereof.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee, its successors and assigns, Assignor's entire right, title and interest in and to the Trademarks, together with all of the goodwill in connection with which the Trademark are used and which is symbolized by the Trademark, along with the right to sue and recover damages and profits for past infringements thereof.

**AND**, we hereby bind ourselves, our heirs, legal representatives, administrators, and assigns properly to execute without further consideration any and all applications, petitions, oaths, and

assignments or other papers and instruments which may be necessary in order to carry into full force and effect the assignment, transfer, and conveyance hereby made or intended to be made and generally do everything possible to aid Assignee and its legal representatives and assigns, to obtain and enforce proper protection for said Trademarks in all countries throughout the world.

IN WITNESS WHEREOF, I have executed this Assignment on this, the \_\_\_\_\_ day of January, 2015.

MARKET TACTICS, INC.

By: Dennis R. Gibson

Name: Dennis R. Gibson

Title: President

State of Connecticut

County of Litchfield

On this, the 26 day of January, 2016, before me, a Notary Public, personally appeared Dennis R. Gibson, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument, the person or entity upon whose behalf he acted, executed the instrument.

[Signature] (Seal)  
Notary Public

My Commission Expires: 3/31/16

