

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM397125

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ROSE PUBLISHING, INC.		08/31/2016	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	RW RESEARCH		
Street Address:	17909 Adria Maru Lane		
City:	Carson		
State/Country:	CALIFORNIA		
Postal Code:	90746		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4123972	THEN AND NOW	
CORRESPONDENCE DATA			
Fax Number:	9494501764		
<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:	9494501750		
Email:	dstout@patlawyers.com		
Correspondent Name:	Donald E. Stout		
Address Line 1:	4 Venture Suite 300		
Address Line 4:	Irvine, CALIFORNIA 92618		
NAME OF SUBMITTER:	Donald E. Stout		
SIGNATURE:	/Donald E. Stout/		
DATE SIGNED:	09/01/2016		
Total Attachments: 1			
source=Then and Now Trademark RW Research 8-31-16#page1.tif			

OP \$40.00 4123972

When recorded return to:

Stout, Uxa & BUYAN, LLP
Donald E. Stout
4 Venture, Suite 300
Irvine, CA 92618

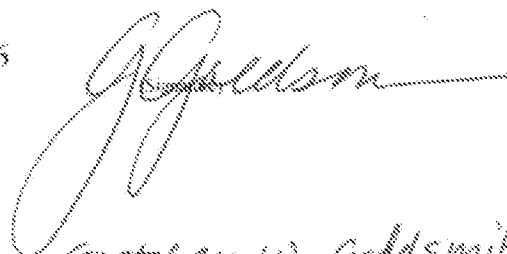
TRADEMARK ASSIGNMENT

WHEREAS, ROSE PUBLISHING, INC., a California Corporation, having a business address at 17909 Adria Maru Ln., Carson, CA 90746 ("Assignor"), has adopted, used and is using a mark (THEN AND NOW) for which a registration has been granted in the United States Patent and Trademark Office, registration number 4,123,972, registration date April 10, 2012; and

WHEREAS, RW RESEARCH, a California Corporation, ("Assignee"), having a business address at 17909 Adria Maru Ln., Carson, CA 90746, is desirous of acquiring said Mark, and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the pending application for registration.

Executed this 31st day of August, 2016



Gretchen W. Goldsmith

(Print name and title)

President / CEO
Rose Publishing, Inc.