

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM397133

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the current owners Citizenship on the Assignment Cover Sheet previously recorded on Reel 004016 Frame 0230. Assignor(s) hereby confirms the Assignment of the entire interest and the goodwill.

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Partners in Leadership IP, LLC II		12/31/2005	Corporation: NEVADA

## RECEIVING PARTY DATA

<b>Name:</b>	Partners in Leadership IP, LLC
<b>Street Address:</b>	27555 Ynez Road, Suite 300
<b>City:</b>	Temecula
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	92591
<b>Entity Type:</b>	Limited Liability Company: NEVADA

## PROPERTY NUMBERS Total: 59

Property Type	Number	Word Mark
Registration Number:	3592526	360° ACCOUNTABILITY
Registration Number:	3592525	ACCOUNTABILITY ATTITUDES
Registration Number:	3592524	ACCOUNTABILITY CONVERSATION
Registration Number:	3592523	ACCOUNTABILITY REALITY CHECK
Registration Number:	3592522	ACCOUNTABILITY SEQUENCE
Registration Number:	3581449	ACCOUNTABILITY METHODS
Registration Number:	3570678	WHY-WHAT-WHEN
Registration Number:	3568459	REALITY WINDOW
Registration Number:	3568458	OUTER RING
Registration Number:	3568457	INNER RING
Registration Number:	3565669	LOOK MODEL
Registration Number:	3565540	HOW DID THAT HAPPEN?
Registration Number:	3565539	HOW DID THAT HAPPEN?
Registration Number:	3565538	HOW DID THAT HAPPEN?
Registration Number:	2389017	ABOVE THE LINE
Registration Number:	2661957	ACCELERATING THE CULTURAL TRANSITION
Registration Number:	2966184	ACCOUNTABILITY COACHING

TRADEMARK

<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
<b>Registration Number:</b>	3617108	ACCOUNTABILITY COMMUNITY
<b>Registration Number:</b>	3049189	ACCOUNTABILITY DIALOGUE
<b>Registration Number:</b>	2578143	ACCOUNTABILITY FEEDBACK PROCESS
<b>Registration Number:</b>	3048476	ACCOUNTABILITY STYLES
<b>Registration Number:</b>	2558605	ACCOUNTABILITY TRAINING
<b>Registration Number:</b>	2299322	BELOW THE LINE
<b>Registration Number:</b>	2522489	CREATING A CULTURE OF ACCOUNTABILITY
<b>Registration Number:</b>	2791347	CULTURAL BELIEFS
<b>Registration Number:</b>	3637923	CULTURE OF ACCOUNTABILITY
<b>Registration Number:</b>	3111126	CULTURAL TRANSITION PROCESS
<b>Registration Number:</b>	2551877	DO IT
<b>Registration Number:</b>	2558604	FOCUSED FEEDBACK
<b>Registration Number:</b>	2768667	LIFT ACCOUNTABILITY COACHING MODEL
<b>Registration Number:</b>	2551876	OWN IT
<b>Registration Number:</b>	2359080	PARTNERS IN LEADERSHIP
<b>Registration Number:</b>	2386780	PL
<b>Registration Number:</b>	2580901	SEE IT
<b>Registration Number:</b>	2551878	SEE IT, OWN IT, SOLVE IT, DO IT
<b>Registration Number:</b>	2551883	SOLVE IT
<b>Registration Number:</b>	2305243	STEPS TO ACCOUNTABILITY
<b>Registration Number:</b>	2995267	THE 5 D'S
<b>Registration Number:</b>	3049188	THE FOUR POINTS OF FOCUSED FEEDBACK
<b>Registration Number:</b>	2301403	THE OZ PRINCIPLE
<b>Registration Number:</b>	2320439	THE RESULTS PYRAMID
<b>Registration Number:</b>	2815002	ACCOUNTABILITIES
<b>Serial Number:</b>	77516883	ACCOUNTABILITY CONNECTION
<b>Serial Number:</b>	77343026	ACCOUNTABILITY PROCESS CONTROL
<b>Serial Number:</b>	77342936	ALIGNMENT DIALOGUE
<b>Serial Number:</b>	77342939	ALIGNMENT MEETING
<b>Serial Number:</b>	77458029	BUILDING AN ACCOUNTABLE CULTURE TRACK
<b>Serial Number:</b>	77683136	FORM CHECKLIST
<b>Serial Number:</b>	77458034	HOLDING OTHERS ACCOUNTABLE TRACK
<b>Serial Number:</b>	77343007	INPUT/OUTPUT CHANGE MODEL
<b>Serial Number:</b>	77342922	INSPECT WHAT YOU EXPECT
<b>Serial Number:</b>	77391825	LEADERSHIP RADAR
<b>Serial Number:</b>	77343015	LEVEL THREE CHANGE
<b>Serial Number:</b>	77343005	LEVELS OF ENGAGEMENT
<b>Serial Number:</b>	77124960	METHODOLOGY FOR CHANGING BELIEFS

Property Type	Number	Word Mark
Serial Number:	77343017	PHANTOM REALITY
Serial Number:	77458025	TAKING PERSONAL ACCOUNTABILITY TRACK
Serial Number:	77342919	THE MORE YOU LOOK, THE MORE YOU LEARN
Serial Number:	77458018	THREE TRACKS TO CREATING GREATER ACCOUNT

**CORRESPONDENCE DATA**

**Fax Number:** 9497609502

*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.*

**Phone:** 949-760-0404

**Email:** efilling@knobbe.com

**Correspondent Name:** Diane M. Reed

**Address Line 1:** 2040 Main Street, 14th Floor

**Address Line 4:** Irvine, CALIFORNIA 92614

<b>NAME OF SUBMITTER:</b>	Diane M. Reed
<b>SIGNATURE:</b>	/Diane M. Reed/
<b>DATE SIGNED:</b>	09/01/2016

**Total Attachments: 6**

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**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Partners in Leadership IP, LLC II		12/31/2008	LIMITED LIABILITY COMPANY:

**RECEIVING PARTY DATA**

<b>Name:</b>	Partners in Leadership IP, LLC
<b>Street Address:</b>	27555 Ynez Road, Suite 300
<b>City:</b>	Temecula
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	92591
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY:

**PROPERTY NUMBERS Total: 64**

Property Type	Number	Word Mark
Registration Number:	3592526	360° ACCOUNTABILITY
Registration Number:	3592525	ACCOUNTABILITY ATTITUDES
Registration Number:	3592524	ACCOUNTABILITY CONVERSATION
Registration Number:	3592523	ACCOUNTABILITY REALITY CHECK
Registration Number:	3592522	ACCOUNTABILITY SEQUENCE
Registration Number:	3581449	ACCOUNTABILITY METHODS
Registration Number:	3570678	WHY-WHAT-WHEN
Registration Number:	3568459	REALITY WINDOW
Registration Number:	3568458	OUTER RING
Registration Number:	3568457	INNER RING
Registration Number:	3565669	LOOK MODEL
Registration Number:	3565540	HOW DID THAT HAPPEN?
Registration Number:	3565539	HOW DID THAT HAPPEN?

**OP \$1615.00 3592526**

**900138047**

**TRADEMARK**  
 REEL: 004016 FRAME: 0230  
**TRADEMARK**  
 REEL: 005868 FRAME: 0458

Registration Number:	3565538	HOW DID THAT HAPPEN?
Registration Number:	2389017	ABOVE THE LINE
Registration Number:	2661957	ACCELERATING THE CULTURAL TRANSITION
Registration Number:	2966184	ACCOUNTABILITY COACHING
Registration Number:	3617108	ACCOUNTABILITY COMMUNITY
Registration Number:	3049189	ACCOUNTABILITY DIALOGUE
Registration Number:	2578143	ACCOUNTABILITY FEEDBACK PROCESS
Registration Number:	3048476	ACCOUNTABILITY STYLES
Registration Number:	2558605	ACCOUNTABILITY TRAINING
Registration Number:	3012903	BARRIERS TO FEEDBACK
Registration Number:	2299322	BELOW THE LINE
Registration Number:	2522489	CREATING A CULTURE OF ACCOUNTABILITY
Registration Number:	2791347	CULTURAL BELIEFS
Registration Number:	3637923	CULTURE OF ACCOUNTABILITY
Registration Number:	3111126	CULTURAL TRANSITION PROCESS
Registration Number:	2551877	DO IT
Registration Number:	2558604	FOCUSED FEEDBACK
Registration Number:	2768667	LIFT ACCOUNTABILITY COACHING MODEL
Registration Number:	2551876	OWN IT
Registration Number:	2781923	OZ II
Registration Number:	2359080	PARTNERS IN LEADERSHIP
Registration Number:	2386780	PL
Registration Number:	3092775	RESULTS ACCELERATION MODEL
Registration Number:	2580901	SEE IT
Registration Number:	2551878	SEE IT, OWN IT, SOLVE IT, DO IT
Registration Number:	2551883	SOLVE IT
Registration Number:	2305243	STEPS TO ACCOUNTABILITY
Registration Number:	2995267	THE 5 D'S
Registration Number:	3079712	THE FEEDBACK FACTOR
Registration Number:	3049188	THE FOUR POINTS OF FOCUSED FEEDBACK
Registration Number:	2301403	THE OZ PRINCIPLE
Registration Number:	2320439	THE RESULTS PYRAMID
Registration Number:	2815002	ACCOUNTABILITIES
Serial Number:	77516883	ACCOUNTABILITY CONNECTION
Serial Number:	77343026	ACCOUNTABILITY PROCESS CONTROL

TRADEMARK

REEL: 004016 FRAME: 0231

TRADEMARK

REEL: 005868 FRAME: 0459

Serial Number:	77342936	ALIGNMENT DIALOGUE
Serial Number:	77342939	ALIGNMENT MEETING
Serial Number:	77414502	ALPINE UNIVERSITY
Serial Number:	77458029	BUILDING AN ACCOUNTABLE CULTURE TRACK
Serial Number:	77683136	FORM CHECKLIST
Serial Number:	77458034	HOLDING OTHERS ACCOUNTABLE TRACK
Serial Number:	77343007	INPUT/OUTPUT CHANGE MODEL
Serial Number:	77342922	INSPECT WHAT YOU EXPECT
Serial Number:	77391825	LEADERSHIP RADAR
Serial Number:	77343015	LEVEL THREE CHANGE
Serial Number:	77343005	LEVELS OF ENGAGEMENT
Serial Number:	77124960	METHODOLOGY FOR CHANGING BELIEFS
Serial Number:	77343017	PHANTOM REALITY
Serial Number:	77458025	TAKING PERSONAL ACCOUNTABILITY TRACK
Serial Number:	77342919	THE MORE YOU LOOK, THE MORE YOU LEARN
Serial Number:	77458018	THREE TRACKS TO CREATING GREATER ACCOUNTABILITY

**CORRESPONDENCE DATA**

Fax Number: (951)694-1426  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 9516945596  
Email: cynthia.nezik@ozprinciple.com  
Correspondent Name: Cynthia Nezik  
Address Line 1: 27555 Ynez Road, Suite 300  
Address Line 4: Temecula, CALIFORNIA 92591

NAME OF SUBMITTER:	Cynthia Nezik
Signature:	/Cynthia- Nezik/
Date:	07/06/2009

Total Attachments: 3  
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**ASSIGNMENT  
OF  
INTELLECTUAL PROPERTY**

**WHEREAS**, Partners in Leadership IP II, LLC, a Nevada limited liability company ("Assignor"), has adopted and is using the trademarks as set forth on Schedule A ("Marks"), and owns the registrations of the Marks that have been registered, in addition to its ownership of all pending marks, copyrights and other personal property not listed on Schedule A ("Other Property"), including goodwill associated with the Marks and Other Property; and

**WHEREAS**, Assignor desires now to assign the Marks, the Other Property and all goodwill associated with the Marks and the Other Property to Partners in Leadership IP, LLC, a Nevada limited liability company ("Assignee"), and Assignee desires to acquire the same.

**NOW THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, effective as of the 31<sup>st</sup> of December 2008, Assignor does hereby assign and transfer to Assignee the entire right, title, and interest in and to the Marks, including any registrations thereof, and all of its right, title, and interest in and to the Other Property, including all rights which Assignor has enjoyed thereunder both in the United States and throughout all countries of the world, including any and all rights of recovery based on past infringement of the Other Property, Marks and/or registrations, the same to be held and enjoyed by Assignee, its successors, and assigns forever and to the full end of the terms for which any of the Marks or Other Property are registered and any renewals of the terms thereof;

**AND FOR THE SAME CONSIDERATION**, Assignor also hereby covenants and agrees that, at the time of execution and delivery of this Assignment, Assignor is the sole and lawful owner of the entire right, title, and interest in and to the registrations and believes it is the sole and lawful owner of the entire right, title, and interest in and to said Marks, Other Property, and goodwill associated therewith and that the same are unencumbered and that Assignor has good and full right and lawful authority to sell and convey the same in the manner herein set forth.

*[Remainder of page left intentionally blank]*

IN WITNESS WHEREOF, this Assignment is executed effective as of the date set forth above.

**ASSIGNOR:**

PARTNERS IN LEADERSHIP IP II, LLC, a  
Nevada limited liability company

By: Thomas A. Smith  
Name: Thomas A. Smith  
Its: Manager

**ASSIGNEE:**

PARTNERS IN LEADERSHIP IP, LLC, a Nevada  
limited liability company

By: Thomas A. Smith  
Name: Thomas A. Smith  
Its: Manager



**SCHEDULE A**

**U.S. Trademarks**

Serial Number	Registration Number	Word Mark
77343007		Input/Output Change Model
77342947	3592526	360° Accountability
77342932	3592525	Accountability Attitudes
77342931	3592524	Accountability Conversation
77342928	3592523	Accountability Reality Check
77342915	3592522	Accountability Sequence
77391820		Map-Measureable, Achievable, Portable
77342953	3581449	Accountability Methods
77342929		Accountability Culture Assessments
77343024	3570678	Why-What-When
77343000	3568459	Reality Window
77342959	3568458	Outer Ring
77342952	3568457	Inner Ring
77342949	3565669	Look Model
77283476	3565540	How Did That Happen?
77283474	3565539	How Did That Happen?
77283454	3565538	How Did That Happen?
77283449		Expect Greatness
77283446		Expect Greatness
77283438		Expect Greatness
77343026		Accountability Process Control
77342925		By When
77343017		Phantom Reality
77342922		Inspect What You Expect
77342919		The More You Look, The More You Learn
77391825		Leadership Radar
77342950		Expectations Chain
77343015		Level Three Change
77343005		Levels of Engagement
77414502		Alpine University
77342939		Alignment Meeting
77342936		Alignment Dialogue