

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM405823

<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>
Tracy Piercy		11/10/2016	INDIVIDUAL: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Alan Wolan		
<b>Street Address:</b>	177 E. Colorado Boulevard		
<b>City:</b>	Pasadena		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91105		
<b>Entity Type:</b>	INDIVIDUAL: UNITED STATES		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3737007	MONEYOLOGY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9147691116		
<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>	(914) 769-1106		
<b>Email:</b>	stone92349@msn.com		
<b>Correspondent Name:</b>	Mark P. Stone		
<b>Address Line 1:</b>	400 Columbus Avenue		
<b>Address Line 4:</b>	Valhalla, NEW YORK 10595		
<b>NAME OF SUBMITTER:</b>	Mark P. Stone		
<b>SIGNATURE:</b>	/Mark P. Stone/		
<b>DATE SIGNED:</b>	11/17/2016		
<b>Total Attachments: 4</b>			
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OP \$40.00 3737007

**Exhibit 1**

**ASSIGNMENT**

**THIS ASSIGNMENT** (this "Assignment") is made and entered into as of November 15, 2016 ("Effective Date") by and between, Tracy Piercy a Canadian citizen residing at 16983-105 Ave. Surrey, BC, V4N 4S5, Canada, ("Assignor"), on the one hand, and Alan Wolan, a United States citizen residing at 177 E. Colorado Boulevard, Pasadena, California 91105, United States of America, ("Assignee"), on the other hand.

**WHEREAS**, Assignor has agreed to sell, convey, assign, and transfer to Assignee the trademark and registrations set forth in Schedule A attached hereto together with the the goodwill of the business in which the mark is used and symbolized thereby (the "Mark");

**WHEREAS**, Assignor desires to assign and grant to Assignee and Assignee desires to acquire a single, undivided interest in and to the Mark;

**NOW, THEREFORE**, in consideration of the premises and mutual covenants contained herein, and for other good and valuable consideration, the receipt, adequacy, and legal sufficiency of which are hereby acknowledged, the parties do hereby agree as follows:

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably confirms that it has sold, conveyed, assigned, transferred, delivered, and set over to Assignee, exclusive ownership of and all right, title, and interest in and to the Mark, in the United States and in all other countries, including, without limitation, all common law rights therein, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States or of any other country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all goodwill associated therewith, and income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all causes of action, rights of recovery, and claims for damages by reason of past, present, or future infringement or other unauthorized use of the Mark, with the right to sue for damages, and collect the same, for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns, or other legal representatives..

Assignor hereby requests the Commissioner of Patents and Trademarks and the corresponding entities or agencies in any other applicable countries, to record Assignee as the assignee and owner of the Mark.

In the event that any further actions are necessary or desirable to carry out and effectuate the purposes of this Assignment, each party shall take such further actions (including the execution and delivery of such further instruments and documents and causing related entities to take such

further actions) as the other party may reasonably request, including the execution by Assignor of any and all additional documents required by the and by the United States Patent and Trademark Office and corresponding entities or agencies in any other applicable countries, to record Assignee as the assignee and owner of the Mark.

If any provision of this Assignment is found invalid or unenforceable, in whole or in part, the remaining provisions and partially enforceable provisions will, nevertheless, be binding and enforceable.

This Assignment shall be binding upon and inure to the benefit of the parties named herein and their respective heirs, successors, and permitted assigns.

This Assignment may be executed in one or more counterparts, each of which when executed shall be deemed to be an original but all of which taken together shall constitute one and the same agreement. Delivery of an executed counterpart of a signature page to this Assignment by facsimile or portable document format (.pdf) shall be as effective as delivery of a manually executed counterpart of this Assignment.

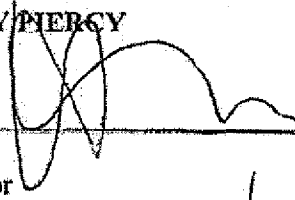
This Assignment, and all claims or causes of action (whether in contract or tort) that may be based upon, arise out of, or relate to this Assignment or the negotiation, execution or performance of this Assignment, shall in all respects be interpreted, governed by, and construed in accordance with, the Laws of the State of California, including, but not limited to, all matters of construction, validity and performance, in each case without reference to any conflict of Law rules that might lead to the application of the Laws of any other jurisdiction.

\* \* \* \* \*

*[Signature Page Follows]*

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives.

TRACY PIERCY



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Assignor

Dated: Nov 10/16

ALAN WOLAN



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Assignee

Dated: Nov. 11, 2016

TRADEMARK

REEL: 005924 FRAME: 0343

Schedule A

MONEYOLOGY

U.S. Registration No. 3,737,007

MONEYOLOGY

Canadian Registration No. TMA717516