

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM418174

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JMC Wealth Management, Inc.		02/27/2017	Corporation: ILLINOIS
RECEIVING PARTY DATA			
Name:	Beyond Your Wildest Dreams, LLC		
Street Address:	1017 West Washington Blvd.		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60607		
Entity Type:	Limited Liability Company: ILLINOIS		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3635791	THE EMOTION BEHIND MONEY	
Registration Number:	3655522	THE EMOTION BEHIND MONEY	
Registration Number:	4298491	BUILDING WEALTH FROM THE INSIDE OUT	
Registration Number:	4669885	GROW WHERE YOU'RE PLANTED	
Registration Number:	4669886		
Serial Number:	87056933	AWAKEN YOUR WEALTH	
CORRESPONDENCE DATA			
Fax Number:			
<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:	847-607-2333		
Email:	aheller@achellerlaw.com		
Correspondent Name:	Amy Cohen Heller		
Address Line 1:	515 Susan Lane		
Address Line 4:	Deerfield, ILLINOIS 60015		
NAME OF SUBMITTER:	Amy Cohen Heller		
SIGNATURE:	/amycohenheller/		
DATE SIGNED:	03/02/2017		
Total Attachments: 2			

OP \$165.00 3635791

source=JMC-BYWD Assignment#page1.tif

source=JMC-BYWD Assignment#page2.tif

TRADEMARK ASSIGNMENT

This Assignment is made by and between JMC Wealth Management, Inc. an Illinois corporation, having a principal place of business at 1017 West Washington Blvd., Chicago, Illinois 60607 ("Assignor") and Beyond Your Wildest Dreams, LLC., an Illinois limited liability company, having a principal place of business at 1017 West Washington Blvd., Chicago, Illinois 60607, ("Assignee") effective as of February 2017.

WHEREAS, Assignor has used the trademarks listed on the attached Exhibit A (the "Marks") and owns the United States Trademark Registrations and/or pending Applications listed on Exhibit A (the "Registrations and Applications"); and

WHEREAS, Assignor desires to assign its full right, title and interest in the Marks, the goodwill of the business symbolized by the Marks and the Registrations and Applications to Assignee and Assignee desires to obtain all rights in the Marks and the Registrations and Applications.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns all of its right, title and interest in and to the Marks and the Registrations, including all common law rights in the Marks, together with the goodwill of the business symbolized by the Marks, any rights that arise from the Registrations and Applications, all causes of action, past, present and future, for infringement of the Marks or other violations of the rights assigned hereunder, and all rights to seek other registrations of the Marks in the United States Patent and Trademark Office and all other jurisdictions throughout the world.

JMC WEALTH MANAGEMENT, INC.

By: Julie M. Casserly

Name: Julie M. Casserly

Title: President

2/27/17

Agreed and Accepted by:

BEYOND YOUR WILDEST DREAMS, LLC.

By: Julie M. Casserly

Name: Julie M. Casserly

Title: President

2/27/17

EXHIBIT A TO TRADEMARK ASSIGNMENT

<u>MARK</u>	<u>APPLICATION/REGISTRATION NO.</u>
The Emotion Behind Money	Reg. No. 3635791
The Emotion Behind Money	Reg. No. 3655522
Building Wealth From The Inside Out	Reg. No. 4298491
Grow Where You're Planted	Reg. No. 4669885
Tree Logo Design	Reg. No. 4669886
Awaken Your Wealth	App. No. 87056933