

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM427168

|   |                                     |                       |                       |
|---|-------------------------------------|-----------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                      |                       |                       |
| <b>NATURE OF CONVEYANCE:</b>  | NUNC PRO TUNC ASSIGNMENT            |                       |                       |
| <b>EFFECTIVE DATE:</b>  | 11/30/2016                          |                       |                       |
| <b>CONVEYING PARTY DATA</b>   |                                     |                       |                       |
| <b>Name</b>   | <b>Formerly</b>                     | <b>Execution Date</b> | <b>Entity Type</b>    |
| MARITZ HOLDINGS INC.  |                                     | 05/10/2017            | Corporation: MISSOURI |
| <b>RECEIVING PARTY DATA</b>   |                                     |                       |                       |
| <b>Name:</b>  | MARITZ MOTIVATION SOLUTIONS INC.    |                       |                       |
| <b>Street Address:</b>  | 1355 North Highway Drive            |                       |                       |
| <b>City:</b>  | Fenton                              |                       |                       |
| <b>State/Country:</b>   | MISSOURI                            |                       |                       |
| <b>Postal Code:</b>   | 63099                               |                       |                       |
| <b>Entity Type:</b>   | Corporation: MISSOURI               |                       |                       |
| <b>PROPERTY NUMBERS Total: 1</b>  |                                     |                       |                       |
| <b>Property Type</b>  | <b>Number</b>                       | <b>Word Mark</b>      |                       |
| <b>Registration Number:</b>   | 4583124                             | 3CHEERS               |                       |
| <b>CORRESPONDENCE DATA</b>  |                                     |                       |                       |
| <b>Fax Number:</b>  | 3143457600                          |                       |                       |
| <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>   | 3143457000                          |                       |                       |
| <b>Email:</b>   | kbastunas@senniger.com              |                       |                       |
| <b>Correspondent Name:</b>  | Paul Fleischut- Senniger Powers LLP |                       |                       |
| <b>Address Line 1:</b>  | 100 North Broadway, 17th Floor      |                       |                       |
| <b>Address Line 4:</b>  | St. Louis, MISSOURI 63102           |                       |                       |
| <b>NAME OF SUBMITTER:</b>   | Paul I. J. Fleischut                |                       |                       |
| <b>SIGNATURE:</b>   | /paul fleischut/                    |                       |                       |
| <b>DATE SIGNED:</b>   | 05/11/2017                          |                       |                       |
| <b>Total Attachments: 2</b>   |                                     |                       |                       |
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| source=03174540#page2.tif   |                                     |                       |                       |

OP \$40.00 4583124

ASSIGNMENT

1. **WHEREAS**, MARITZ HOLDINGS INC., of 1375 North Highway Drive, Fenton, Missouri 63099, a corporation duly organized and existing under and by virtue of the laws of the State of Missouri (hereinafter referred to as Assignor), has adopted and used in its business a certain service mark; and

2. **WHEREAS**, Assignor has a certain registration in the United States Patent and Trademark Office relating to said service mark; and

3. **WHEREAS**, MARITZ MOTIVATION SOLUTIONS INC., of 1355 North Highway Drive, Fenton, Missouri 63099, a corporation duly organized and existing under and by virtue of the laws of the State of Missouri (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title, and interest of Assignor in said service mark and said registration and the good will of the business in connection with which said service mark is used;

4. **NOW THEREFORE**, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration by Assignee to Assignor in hand paid, receipt of all of which is hereby acknowledged, Assignor has agreed to and does hereby sell, assign, and transfer unto Assignee, its successors and assigns, all of Assignor's right, title, and interest throughout the world in and to said service mark and said registration together with the good will of the business in connection with which said service mark is used, and together with full right to sue for and recover all profits and damages recoverable from past infringements of said service mark; including specifically, without limiting the generality of the foregoing, the United States registration listed below.

5. **TO BE HELD AND ENJOYED BY** Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this sale and

assignment not been made.

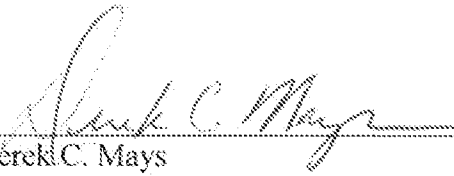
**6. THE UNITED STATES SERVICE MARK REGISTRATION IS AS  
FOLLOWS:**

| <u>REG. NO.</u> | <u>REG. DATE</u> | <u>MARK</u> |
|-----------------|------------------|-------------|
| 4583124         | Aug. 12, 2014    | 3CHEERS     |

7. This is a nunc pro tunc assignment with an effective date of November 30, 2016.

IN WITNESS WHEREOF, Assignor has caused these presents to be executed by its officer thereunto duly authorized and its corporate seal to be affixed this 10<sup>th</sup> day of May, 2017.

MARITZ HOLDINGS INC.

By   
Derek C. Mays  
Deputy General Counsel