

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM430706

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Detroit Economic Growth Association | | 06/06/2017 | Corporation: MICHIGAN |
| RECEIVING PARTY DATA | | | |
| Name: | Detroit Strategic Framework, Inc. | | |
| Street Address: | 2990 W. Grant Blvd., Suite 2 | | |
| City: | Detroit | | |
| State/Country: | MICHIGAN | | |
| Postal Code: | 48202 | | |
| Entity Type: | Corporation: MICHIGAN | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4726263 | DETROIT FUTURE CITY | |
| Registration Number: | 5193667 | DFC | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2485023187 | | |
| <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: | 2486771045 | | |
| Email: | ctd@rivenoaklaw.com | | |
| Correspondent Name: | Catherine Dobrowitsky | | |
| Address Line 1: | P.O. Box 1595 | | |
| Address Line 4: | Birmingham, MICHIGAN 48012 | | |
| NAME OF SUBMITTER: | Catherine Dobrowitsky | | |
| SIGNATURE: | /Catherine Dobrowitsky/ | | |
| DATE SIGNED: | 06/09/2017 | | |
| Total Attachments: 2 | | | |
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| source=DEGA - Trademark Assignment_Executed 6-9-17#page2.tif | | | |

OP \$65.00 4726263

ASSIGNMENT OF TRADEMARKS

This Agreement (the "Agreement" or "Assignment") is entered into by and between the Detroit Economic Growth Association, a Michigan non-profit corporation doing business at 500 Griswold St., Suite 2200, Detroit, Michigan ("DEGA" or "Assignor"), and the Detroit Strategic Framework, Inc., a Michigan non-profit corporation doing business at 2990 West Grand Boulevard, Suite 2, Detroit, Michigan ("DSF" or "Assignee") (DEGA and DSF are each a "Party" and collectively are the "Parties").

WHEREAS, Assignor is the identified owner of two federal trademark registrations, namely, for the mark DETROIT FUTURE CITY in Classes 16 and 35 (U.S. Reg. No. 4726263) and the mark DFC in Classes 16 and 35 (U.S. Reg. No. 5193667) (the "Marks"), and;

WHEREAS, Assignor wishes to assign to Assignee all right, title and interest in and to the Marks, and;

WHEREAS, Assignee wishes to accept such assignment of the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor does hereby irrevocably assign to Assignee, and Assignee hereby accepts, all rights, title, and interest held by Assignor in and to the Marks, including renewal rights therein, the exclusive right to enforce and to obtain registrations in the United States and throughout the world, all rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present, or future infringement of the Marks or injury to its goodwill, together with the right to sue or recover the same, and including the goodwill of the business symbolized by the Mark.


Assignor further agrees that Assignee shall take all necessary steps to register this assignment with the U.S. Patent and Trademark Office. Assignor and Assignee agree to perform any further acts and execute and deliver any documents that may be reasonably necessary to carry out the provisions of this Assignment or enable Assignee to duly record this Assignment with the U.S. Patent and Trademark Office.

This Assignment may be executed in counterparts, all of which taken together shall constitute one and the same instrument. Facsimile or email (PDF) copies shall be treated as originals.

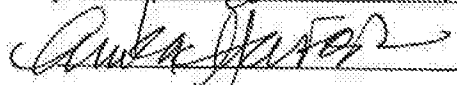
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IN WITNESS WHEREOF, the authorized representative of each Party has executed this Agreement as of the last date below.

DETROIT ECONOMIC GROWTH ASSOCIATION

Signatory's Name: Glen W. Long, Jr.
Signature: 
Signatory's Position: Interim President
Date: 6/1/2017

DETROIT STRATEGIC FRAMEWORK, INC.

Signatory's Name: ANIKA GOSS FOSTER
Signature: 
Signatory's Position: EXECUTIVE DIRECTOR
Date: 6/6/17