

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM431938

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Heritage Collectibles, Inc.		06/20/2017	Corporation: TEXAS
RECEIVING PARTY DATA			
Name:	Heritage Capital Corporation		
Street Address:	3500 Maple Avenue		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75219		
Entity Type:	Corporation: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3912991	HERITAGE AUCTION GALLERIES HA.COM	
CORRESPONDENCE DATA			
Fax Number:	2149993623		
<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:	214.999.4682		
Email:	ip@gardere.com, lhemphill@gardere.com		
Correspondent Name:	Lisa R. Hemphill/Gardere Wynne Sewell LL		
Address Line 1:	2021 McKinney Ave., Suite 1600		
Address Line 4:	Dallas, TEXAS 75201		
NAME OF SUBMITTER:	Lisa R. Hemphill		
SIGNATURE:	/Lisa R. Hemphill/		
DATE SIGNED:	06/20/2017		
Total Attachments: 1			
source=Heritage Capital- Service Mark Assignment for HERITAGE AUCTION GALLERIES HA.COM#page1.tif			

OP \$40.00 3912991

SERVICE MARK ASSIGNMENT

This service mark Assignment (this "Assignment") is made and entered into as of June 20, 2017 (the "Effective Date"), by **Heritage Collectibles, Inc.**, a Texas corporation with a business address of: 3500 Maple Avenue 75219 (hereinafter "**ASSIGNOR**") and **Heritage Capital Corporation**, a Texas corporation with a business address of: 3500 Maple Avenue 75219 (hereinafter "**ASSIGNEE**").

WHEREAS, Assignor has adopted and is using the service mark HERITAGE AUCTION GALLERIES HA.COM (hereinafter the "Mark") and is the owner of all right, title and interest, in and to the following U.S. registration for the Mark:

U.S. Registration No. 3,912,991 for HERITAGE AUCTION GALLERIES HA.COM
in Class 35

and all associated common law rights and goodwill of the business associated with or symbolized by the Mark; and

WHEREAS, Assignee wishes to acquire any and all rights Assignor has in and to the Mark, together with any goodwill of the business in connection with which the Mark is used or may be used and which is symbolized by the Mark, and all associated common law rights of such Assignor in the Mark.

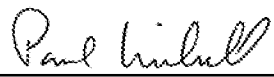
NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby sell, assign and convey to Assignee, all of Assignor's right, title and interest in and to the Mark, and the above-identified registration, together with the goodwill of the business in connection with which such Mark is used, and which is symbolized by such Mark, and any and all associated common law rights, statutory, and other rights of Assignor in such Mark.

Assignor further hereby unconditionally and irrevocably sells, grants, assigns, and conveys to Assignee all of Assignor's rights, claims, and causes of action against any third party for past, present, or future misappropriation or infringement of any rights in or associated with the Mark or the goodwill of the business associated with or symbolized by the Mark, together with the right, but not the obligation, to sue and recover damages and relief in Assignee's own name, to have and to hold the same for Assignee's own use and benefit and for the benefit of Assignee's successors, assigns, and legal representatives..

IN WITNESS WHEREOF, the Assignor has caused this instrument to be executed this 20th day of June, 2017.

ASSIGNOR:

HERITAGE COLLECTIBLES, INC.

By: 

Printed Name: Paul Minshull

Title: Chief Operating Officer