

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM436527

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
United Advertising Publications, Inc.		07/21/2017	Corporation: WASHINGTON
RECEIVING PARTY DATA			
Name:	Homes.com, Inc.		
Street Address:	150 Granby Street		
City:	Norfolk		
State/Country:	VIRGINIA		
Postal Code:	23510		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3436083	AGENT ADVANTAGE	
CORRESPONDENCE DATA			
Fax Number:	7576285566		
<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:	757-628-5582		
Email:	ip@wilsav.com		
Correspondent Name:	Timothy J. Lockhart		
Address Line 1:	440 Monticello Avenue, Suite 2200		
Address Line 2:	Attn.: IP Administrator		
Address Line 4:	Norfolk, VIRGINIA 23510-2243		
NAME OF SUBMITTER:	Timothy J. Lockhart		
SIGNATURE:	/Timothy J. Lockhart/		
DATE SIGNED:	07/25/2017		
Total Attachments: 4			
source=AGENT ADVANTAGE Assignment#page1.tif			
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OP \$40.00 3436083

TRADEMARK ASSIGNMENT

This trademark assignment ("Assignment") is effective as of July 21, 2017 ("Effective Date"), by and between UNITED ADVERTISING PUBLICATIONS, INC. ("Assignor"), a Washington corporation with an address of c/o Dominion Enterprises, 150 Granby Street, Norfolk, Virginia 23510, and HOMES.COM, INC. ("Assignee"), a Delaware corporation with an address of 150 Granby Street, Norfolk, Virginia 23510.

WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to accept from Assignor, any and all of Assignor's right, title, and interest in and to the service mark AGENT ADVANTAGE ("Mark"), the subject of U.S. Patent and Trademark Office ("USPTO") Trademark Registration No. 3436083 ("Registration"), a copy of the USPTO database record for which registration is attached hereto as Exhibit A (the Mark and the Registration are referred to collectively herein as the "Assigned Property");

NOW, THEREFORE, in return for good and valuable consideration exchanged between the parties, the receipt and adequacy of each party acknowledges, the parties do hereby agree as follows:

1. Assignment. Assignor hereby irrevocably assigns to Assignee any and all right, title, and interest in and to the Assigned Property, including without limitation all USPTO and U.S. state application, registration, maintenance, and renewal rights with respect to the Assigned Property; all rights to create new marks based on the Assigned Property; all the goodwill of that business that deals in any or all of the goods and/or services with which the Assigned Property has been used or is used, in association therewith; any and all actions and rights of action for infringement, violation, or misappropriation, including without limitation the right to sue and collect damages for past infringement, of the foregoing right, title, and interest in and to the Assigned Property and/or otherwise with respect to the Assigned Property, whether arising before, on, or after the Effective Date; and any and all other rights arising from or associated with the Assigned Property.

2. Governing Law. This Assignment will be construed in accordance with, and any and all actions arising hereunder will be governed by, the laws of the Commonwealth of Virginia (without regard to its choice-of-law rules) and, to the extent applicable, the trademark laws of the United States of America.

3. Execution. This Assignment may be executed in counterparts, each of which will be deemed an original, but all of which together will constitute one and the same instrument. This Assignment may be executed and delivered by facsimile or in one or more .pdf or other electronic files, and copies of signatures hereon will be deemed as binding as originals.

(Signature page follows.)

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed as of the date first written above.

UNITED ADVERTISING PUBLICATIONS, INC.

By:  _____

Name: Guy R. Friddell, III
Title: Vice President

HOMES.COM, INC.

By:  _____

Name: Guy R. Friddell, III
Title: Vice President

EXHIBIT A

Trademark Electronic Search System (TESS)

Page 1 of 2



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AGENT ADVANTAGE

Word Mark	AGENT ADVANTAGE
Goods and Services	IC 035, US 100 101 102, G & S: providing websites featuring information in the field of real estate, namely, advertising of real estate and online services featuring tours of residential and commercial real estate, and online marketing services provided to others in the field of real estate, providing online referral services, namely, promoting real estate services of others by passing business leads and referrals among registered users. FIRST USE: 20000300. FIRST USE IN COMMERCE: 20000300 IC 036, US 100 101 102, G & S: providing information in the field of real estate by means of linking the website to other websites featuring real estate information, providing websites featuring real estate listings, providing an online searchable database to registered users in the field of real estate. FIRST USE: 20000300. FIRST USE IN COMMERCE: 20000300 IC 042, US 100 101, G & S: design, creation, hosting, and maintenance of websites for others in the field of real estate; providing customized online webpages to the real estate industry, featuring user-defined information, which includes search engines and online web links to other websites. FIRST USE: 20000300. FIRST USE IN COMMERCE: 20000300
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78921339
Filing Date	June 30, 2006
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	March 13, 2008
Registration Number	3436083
	May 27, 2008

<http://tmssearch.uspto.gov/bin/showfield?f=doc&state=4809:mltyo8.2.1>

7/21/2017

**Registration
Date**

Owner (REGISTRANT) United Advertising Publications, Inc. CORPORATION WASHINGTON 150 Grziby Street
c/o Dominion Enterprises Norfolk VIRGINIA 23510

**Attorney of
Record** William H. Brewster

**Prior
Registrations** 2089293

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "AGENT" APART FROM THE MARK AS
SHOWN

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15 SECT 8 (6-YR)

**Live/Dead
Indicator** LIVE



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