

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM440879

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
MHS Quincy, Inc.		07/28/2017	Corporation: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Walden-Hays, Inc.		
<b>Street Address:</b>	POB 1071		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10276		
<b>Entity Type:</b>	Corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4479676	INVEST DIFFERENT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>Email:</b>	w-h@ix.netcom.com		
<b>Correspondent Name:</b>	Tony Yarborough		
<b>Address Line 1:</b>	POB 1071		
<b>Address Line 2:</b>	Walden-Hays, Inc.		
<b>Address Line 4:</b>	New York, NEW YORK 10276		
<b>NAME OF SUBMITTER:</b>	Tony Yarborough		
<b>SIGNATURE:</b>	/tonyyarborough/		
<b>DATE SIGNED:</b>	08/28/2017		
<b>Total Attachments: 2</b>			
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OP \$40.00 4479676

SCHEDULE 1

TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, MHS Quincy, Inc., a corporation of the State of Illinois, located at 1890 Maine St., Quincy ILLINOIS 62301 ("Assignor"), owns the mark INVEST DIFFERENT (the "Mark"), all goodwill associated therewith, and the following registration therefor:

U.S. Registration No. 4479676 for INVEST DIFFERENT, which issued on February 11, 2014, for "financial planning" in International Class 36, based on use of the mark since April 1, 2012 (see Exhibit A attached); and

WHEREAS, Walden-Hays, Inc., a company organized under the laws of New York ("Assignee"), desires to acquire the Mark, and all associated goodwill in said Mark, and the trademark registration therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. Assignment. Assignor hereby irrevocably assigns and transfers to Assignee its successors and assigns all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark and U.S. Registration No. 4479676 therefor, with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of the Mark and registration therefor.

2. Recordal. Assignor hereby authorizes Assignee's representatives to execute the necessary application and proprietorship forms for recordal with the respective trademark offices, anywhere in the world.

3. Governing Law. This Agreement shall be governed by and construed in accordance with the laws of the State of New York (regardless of the laws that might otherwise govern under applicable New York conflict of laws principles).

IN WITNESS WHEREFORE, the Parties have signed this Agreement, effective as of the date of Assignee's execution.

Assignor:

MHS Quincy, Inc.

Name: Mark Schipman

Title: President

Date: 7-28-2017

Assignee:

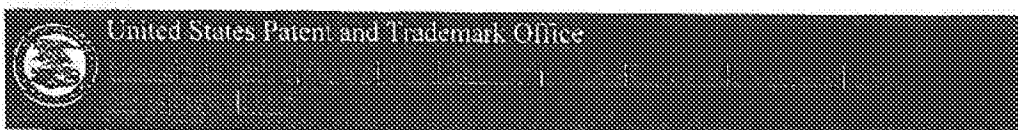
Walden-Hays, Inc.

Name: Fony Yarbrough

Title: Vice President

Date: 7.28.17

EXHIBIT A



Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Mon Jul 10 05:00:05 EDT 2017.

invest different

Word Mark INVEST DIFFERENT<sup>®</sup>  
Goods and Services IC 036, US 100 101 102, G & S: Financial planning. FIRST USE: 20120401. FIRST USE IN COMMERCE: 20120401  
Standard Characters  
Claimed  
Mark Drawing Code (4) STANDARD CHARACTER MARK  
Serial Number 85649567  
Filing Date June 12, 2012  
Current Basis 1A  
Original Filing Basis 1A  
Published for Opposition November 26, 2013  
Registration Number 4479676  
Registration Date February 11, 2014  
Owner (REGISTRANT) MHS Quiney, Inc. CORPORATION ILLINOIS 1890 Maine St. Quincy ILLINOIS 62301  
Attorney of Record Rachel Williams  
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "INVEST" APART FROM THE MARK AS SHOWN  
Type of Mark SERVICE MARK  
Register PRINCIPAL  
Live/Dead Indicator LIVE

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