

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM442355

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ash Brokerage		08/24/2017	Limited Liability Company: INDIANA
RECEIVING PARTY DATA			
Name:	JourneyGuide, Inc.		
Street Address:	888 S. Harrison Street		
Internal Address:	Suite 900		
City:	Fort Wayne		
State/Country:	INDIANA		
Postal Code:	46802		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	86654992	JOURNEYGUIDE	
Serial Number:	86654873	JOURNEYGUIDEPLUS	
Serial Number:	86654955	JOURNEYGUIDEPRO	
CORRESPONDENCE DATA			
Fax Number:	2604234329		
<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:	260-423-9411		
Email:	smith@carsonboxberger.com		
Correspondent Name:	MICHAEL D. SMITH		
Address Line 1:	301 W. JEFFERSON BLVD., SUITE 200		
Address Line 4:	FORT WAYNE, INDIANA 46802		
NAME OF SUBMITTER:	Michael D. Smith		
SIGNATURE:	/Michael D. Smith/		
DATE SIGNED:	09/07/2017		
Total Attachments: 3			
source=Executed US Trademark Assignments#page1.tif			
source=Executed US Trademark Assignments#page2.tif			

OP \$90.00 86654992

Trademark Assignment

WHEREAS, Ash Brokerage, LLC, an Indiana Limited Liability Company, with its principal place of business at 888 S. Harrison Street, Suite 900, Fort Wayne, Indiana 46802 (“Assignor”), owns and has a *bona fide* intent to use the mark JOURNEYGUIDE (“the Mark”) in connection with the following goods and/or services: Software for use by financial planning and financial consulting professionals in the insurance and wealth management industries, but not for use directed at institutional investors, in International Class 009; and Financial planning, consultation and investment advisory services regarding financial instrument options for use by financial planning and financial consulting professionals, but not for use directed at institutional investors, in International Class 036; and

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignor’s *bona fide* intent to use the mark in commerce in connection with the above-described goods and/or services, Application Serial No. 86654992 filed on June 8, 2015; and

WHEREAS, JourneyGuide, Inc., a Delaware C-Corporation, with its principal place of business at 888 S. Harrison Street, Suite 900, Fort Wayne, Indiana 46802 (“Assignee”), desires to acquire the business of Assignor in connection with which Assignor has a *bona fide* intent to use the Mark and the pending Application;


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark and the pending Application therefor, together with that portion of Assignor’s business in connection with which it has a *bona fide* intent to use the Mark.

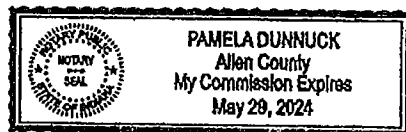
ASH BROKERAGE, LLC

By: 
Name: Timothy E. Ash
Title: CEO

Dated effective as of: _____

SUBSCRIBED and SWORN to before me this 24th day of August, 2017.

 Notary Public. My Commission Expires: May 29, 2024



Trademark Assignment

WHEREAS, Ash Brokerage, LLC, an Indiana Limited Liability Company, with its principal place of business at 888 S. Harrison Street, Suite 900, Fort Wayne, Indiana 46802 ("Assignor"), owns and has a *bona fide* intent to use the mark JOURNEYGUIDEPLUS ("the Mark") in connection with the following goods and/or services: Software for use by financial planning and financial consulting professionals in the insurance and wealth management industries, but not for use directed at institutional investors, in International Class 009; and Financial planning, consultation and investment advisory services regarding financial instrument options for use by financial planning and financial consulting professionals, but not for use directed at institutional investors, in International Class 036; and

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignor's *bona fide* intent to use the mark in commerce in connection with the above-described goods and/or services, Application Serial No. 86654873 filed on June 8, 2015; and

WHEREAS, JourneyGuide, Inc., a Delaware C-Corporation, with its principal place of business at 888 S. Harrison Street, Suite 900, Fort Wayne, Indiana 46802 ("Assignee"), desires to acquire the business of Assignor in connection with which Assignor has a *bona fide* intent to use the Mark and the pending Application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark and the pending Application therefor, together with that portion of Assignor's business in connection with which it has a *bona fide* intent to use the Mark.

ASH BROKERAGE, LLC

By: 

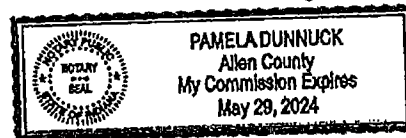
Name: Timothy E. Ash

Title: CEO

Dated effective as of: Aug 24, 2017

SUBSCRIBED and SWORN to before me this 24th day of August, 2017.

Pamela Dunuck Notary Public. My Commission Expires: May 29, 2024



Trademark Assignment

WHEREAS, Ash Brokerage, LLC, an Indiana Limited Liability Company, with its principal place of business at 888 S. Harrison Street, Suite 900, Fort Wayne, Indiana 46802 ("Assignor"), owns and has a *bona fide* intent to use the mark JOURNEYGUIDEPRO ("the Mark") in connection with the following goods and/or services: Software for use by financial planning and financial consulting professionals in the insurance and wealth management industries, but not for use directed at institutional investors, in International Class 009; and Financial planning, consultation and investment advisory services regarding financial instrument options for use by financial planning and financial consulting professionals, but not for use directed at institutional investors, in International Class 036; and

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignor's *bona fide* intent to use the mark in commerce in connection with the above-described goods and/or services, Application Serial No. 86654955 filed on June 8, 2015; and

WHEREAS, JourneyGuide, Inc., a Delaware C-Corporation, with its principal place of business at 888 S. Harrison Street, Suite 900, Fort Wayne, Indiana 46802 ("Assignee"), desires to acquire the business of Assignor in connection with which Assignor has a *bona fide* intent to use the Mark and the pending Application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark and the pending Application therefor, together with that portion of Assignor's business in connection with which it has a *bona fide* intent to use the Mark.

ASH BROKERAGE, LLC

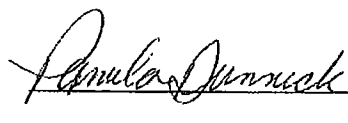
By: 

Name: Timothy E. Ash

Title: CEO

Dated effective as of: _____

SUBSCRIBED and SWORN to before me this 24th day of August, 2017.

 Notary Public. My Commission Expires: May 29, 2024

