

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM469428

<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>
RSM US LLP		06/01/2017	Limited Liability Partnership: IOWA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	RSM International Association		
<b>Street Address:</b>	c/o wadsack co. treuhandgesellschaft		
<b>Internal Address:</b>	Bahnhofstrasse 7		
<b>City:</b>	Zug		
<b>State/Country:</b>	SWITZERLAND		
<b>Postal Code:</b>	6301		
<b>Entity Type:</b>	Incorporated Association: SWITZERLAND		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3959517	THE POWER OF BEING UNDERSTOOD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2126450718		
<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>Phone:</b>	212-609-6880		
<b>Email:</b>	dgong@mccarter.com		
<b>Correspondent Name:</b>	Jessica Hiney, Esq., McCarter & English		
<b>Address Line 1:</b>	Worldwide Plaza		
<b>Address Line 2:</b>	825 8th Avenue, 31st Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10019		
<b>NAME OF SUBMITTER:</b>	Jessica Hiney		
<b>SIGNATURE:</b>	/Jessica Hiney/		
<b>DATE SIGNED:</b>	04/11/2018		
<b>Total Attachments: 3</b>			
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CH \$40.00 3959517

## SERVICE MARK ASSIGNMENT

This Service Mark Assignment ("Assignment") is made by RSM US LLP, an Iowa limited liability partnership ("Assignor"), having a principal place of business at 1 South Wacker Drive, Suite 800, Chicago, Illinois 60606, United States of America, to RSM International Association, an association incorporated in accordance with articles 60-79 of the Civil Code of Switzerland ("Assignee"), having a principal place of business c/o wadsack co. treuhandgesellschaft, Bahnhofstrasse 7, Zug, 6301, Switzerland.

Assignor has registered with the United States Patent and Trademark Office the service mark THE POWER OF BEING UNDERSTOOD, as set forth in Schedule A (such service mark and the registration therefor identified in Schedule A, the "Service Mark"); and

Assignee desires, and Assignor has agreed to assign to Assignee, all of Assignor's rights, title and interest in and to the Service Mark, together with any and all goodwill related to the Service Mark.

NOW, THEREFORE, for good and valuable consideration (including but not limited to the payment of \$1.00 dollar, in United States currency), the receipt and sufficiency of which are hereby acknowledged, Assignor irrevocably assigns to Assignee, effective as of June 1, 2017, all rights, title, and interest of Assignor in and to the Service Mark, including but not limited to the registration therefore, together with any and all goodwill related to the Service Mark, and the right to prosecute and recover monetary damages for past, present and/or future infringements and other violations of the Service Mark.

FURTHER, Assignor agrees to execute and provide promptly any and all such further instruments, documents or assignments as Assignee may reasonably request to effectuate the purposes of this transaction and to consolidate, vest and record in Assignee all of Assignor's rights in and to the Service Mark, including but not limited to the registration for the Service Mark set forth in Schedule A.

Assignor and Assignee have executed and delivered this Assignment as of the date signed by Assignor, as set forth below.

ASSIGNOR:

RSM US LLP

By: Joe Adams  
Name: Joe Adams  
Title: Managing Partner & CEO

ASSIGNEE:

RSM International Association

By: John A. Sturgeon  
Name: JOHN A. STURGEON  
Title: CEO

SCHEDULE A

REGISTRATION

MARK	APPLICATION NO.	FILING DATE	REGISTRATION NO.	REGISTRATION DATE
THE POWER OF BEING UNDERSTOOD	85/006,147	August 10, 2010	3,959,517	May 10, 2011

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