

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM470011

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NELNET, INC.		12/29/2017	Corporation: NEBRASKA
RECEIVING PARTY DATA			
Name:	Peterson's, LLC		
Street Address:	8740 Lucent Blvd.		
Internal Address:	Suite 400		
City:	Highlands Ranch		
State/Country:	COLORADO		
Postal Code:	80129		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3443919	MASTER THE	
CORRESPONDENCE DATA			
Fax Number:	3172371000		
<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:	(317) 237-1029		
Email:	tmindy@faegrebd.com		
Correspondent Name:	Abe Shanehsaz/Faegre Baker Daniels LLP		
Address Line 1:	300 North Meridian Street, Suite 2700		
Address Line 4:	Indianapolis, INDIANA 46204		
ATTORNEY DOCKET NUMBER:	514303.24		
NAME OF SUBMITTER:	Abe Jentry Shanehsaz		
SIGNATURE:	/Abe Jentry Shanehsaz/		
DATE SIGNED:	04/16/2018		
Total Attachments: 2			
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OP \$40.00 3443919

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made effective as of December 29, 2017, by and between NELNET, INC., a Nebraska corporation (hereinafter "Assignor"), and PETERSON'S, LLC, a Delaware limited liability company (hereinafter "Assignee").

WHEREAS, Assignor desires to transfer to Assignee, and Assignee desires to accept from Assignor, all of Assignor's worldwide right, title and interest in, to and under the common law and registered trademark identified in the attached Schedule 1 (the "Mark") and the goodwill of Assignor's business which is associated therewith and which is symbolized thereby.

NOW, THEREFORE, Assignor, for and in exchange of valuable consideration, the receipt and sufficiency of which is hereby acknowledged, confirms the assignment, transfer, grant and conveyance, or does hereby assign, transfer, grant and convey to Assignee, free and clear of all pledges, security interests, liens, charges, encumbrances, equities, claims, options or limitations of every kind, all of Assignor's worldwide right, title and interest in, to and under the Mark, together with the goodwill of the business associated therewith and which is symbolized thereby, and any and all applications, registrations, renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and in any other jurisdiction, the same to be held and enjoyed by Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made. Assignor hereby represents and warrants that Assignor owns all right, title and interest in and to the Mark; that the Mark is free and clear of liens, security interests, and other encumbrances; that Assignor has full right, power, and authority to enter into this Assignment and perform its obligations hereunder; and when this Assignment is executed and delivered it will constitute a legal, valid, and binding obligation of Assignor, enforceable against Assignor in accordance with its terms. On Assignee's request, Assignor shall sign and deliver to Assignee any and all additional papers and take any reasonable actions that Assignee determines are necessary to give full effect to this Assignment

This Assignment is effective as of the date first set forth above.

ASSIGNOR:
NELNET, INC.

By: James D Kr
Printed: James D Kr
Title: CFO

ASSIGNEE:
PETERSON'S, LLC

By: Jordan Stolper
Jordan Stolper, Chief Executive Officer

SCHEDULE 1
Trademark Registration

Trademark	Registration No.	Registration Date
MASTER THE	3,443,919	6/10/2008