

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM487113

<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>
Barkley, Inc.		08/14/2018	Corporation: MISSOURI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	FutureCast, LLC		
<b>Street Address:</b>	1735 Baltimore Avenue, Suite B		
<b>City:</b>	Kansas City		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	64108		
<b>Entity Type:</b>	Limited Liability Company: MISSOURI		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4200342	MARKETING + MILLENNIALS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9134510875		
<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>	9134515100		
<b>Email:</b>	ipdocketing@lathropgage.com		
<b>Correspondent Name:</b>	Amy Brozenic		
<b>Address Line 1:</b>	10851 Mastin Boulevard		
<b>Address Line 2:</b>	Building 82, Suite 1000		
<b>Address Line 4:</b>	Overland Park, KANSAS 66210-1669		
<b>ATTORNEY DOCKET NUMBER:</b>	525137		
<b>NAME OF SUBMITTER:</b>	Amy Brozenic		
<b>SIGNATURE:</b>	/Amy Brozenic/		
<b>DATE SIGNED:</b>	08/22/2018		
<b>Total Attachments: 2</b>			
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source=Marketing + Millennials Trademark Assignment 08.14.18#page2.tif			

CH \$40.00 4200342

## TRADEMARK ASSIGNMENT

This Trademark Assignment is dated as of August 14, 2018, and is by and between Barkley, Inc., a Missouri corporation, having an address of 1740 Main Street, Kansas City, Missouri 64108 (the "*Assignor*"), and FutureCast, LLC, a Missouri limited liability company, having an address of 1735 Baltimore Avenue, Suite B, Kansas City, Missouri 64108 (the "*Assignee*").

WHEREAS, Assignor is the owner of the mark MARKETING + MILLENNIALS, U.S. Registration No. 4,200,342 (the "*Mark*") for:

*Educational services, namely, developing, arranging, and conducting educational conferences and programs in the field of advertising and marketing and distribution of educational materials in connection therewith* International Class 041; and

WHEREAS, Assignee desires to acquire from Assignor, and Assignor wishes to transfer to Assignee all right, title and interest in and to the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Mark together with the goodwill of the business symbolized by the Mark, U.S. Trademark Registration No. 4,200,342 for the Mark, any renewals thereof, any and all other applications and registrations of the Mark, and any renewals thereof, and all common law rights associated with the Mark; the right to sue or otherwise recover for any and all past, present and future infringement or dilution of the Mark; all income, royalties, damages, and other payments now and hereafter due and payable with respect to the Mark; and all other rights, whether statutory or common law, corresponding thereto and all other rights of any kind whatsoever accruing thereunder.

Assignor further agrees to execute all documents, papers, forms, and authorizations and to take any and all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title and interest in and to the Mark.

Assignor hereby requests the United States Commissioner of Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Mark.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of the day and year first above written.

*SIGNATURE PAGE TO FOLLOW*

**ASSIGNOR**

**BARKLEY, INC.**

By: 

Amy Loth Allen

Chief Legal Counsel / EVP HR

State of Kansas            )  
  ) SS  
County of Johnson        )

On this 14<sup>th</sup> day of August, 2018 before me, Lisa B. Chase, Notary Public, personally appeared Amy Loth Allen, personally known to me to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her authorized capacity, and that by her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

  
Notary Public

SEAL