

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM504913

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	12/31/2015		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
CROSSMARK Consumer Engagements, LLC		12/31/2015	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CROSSMARK, Inc.		
<b>Street Address:</b>	5100 Legacy Drive		
<b>City:</b>	Plano		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	75024		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3561980	HEALTHTRENDS	
<b>Registration Number:</b>	3422720	PROMOWORKS	
<b>Registration Number:</b>	2733675	PROMOWORKS	
<b>Registration Number:</b>	4739748	PROMOWORKS RETAIL MEDIA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2142000558		
<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>	2146515066		
<b>Email:</b>	jeff.becker@haynesboone.com		
<b>Correspondent Name:</b>	Jeffrey M. Becker c/o Haynes and Boone		
<b>Address Line 1:</b>	2323 Victory Avenue, Suite 700		
<b>Address Line 4:</b>	Dallas, TEXAS 75219		
<b>ATTORNEY DOCKET NUMBER:</b>	26961.8_08287		
<b>NAME OF SUBMITTER:</b>	Jeffrey M. Becker		
<b>SIGNATURE:</b>	/Jeffrey M. Becker/		
<b>DATE SIGNED:</b>	01/08/2019		

OP \$115.00 3561980

**Total Attachments: 2**

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## TRADEMARK ASSIGNMENT

This Trademark Assignment (the "*Agreement*") is effective as of December 31, 2015 (the "Effective Date"), by and between CROSSMARK Consumer Engagements, LLC, a Delaware limited liability company having an address at 5100 Legacy Drive, Plano, Texas 75024 (the "*Grantor*") and CROSSMARK, Inc., a Delaware corporation having an address at 5100 Legacy Drive, Plano, Texas 75024 (the "*Grantee*").

WHEREAS, Grantor is the owner of certain trademarks relating to Grantor's business, and

WHEREAS, Grantee is desirous of acquiring such trademarks, and Grantor is willing to assign them to Grantee pursuant to the terms of this Agreement.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. **Definitions.** "*Trademarks*" means the trademarks, and registrations therefor, shown in Schedule 1 of this Agreement.

2. **Assignment.** Grantor hereby assigns, transfers, and conveys to Grantee, nunc pro tunc as of the Effective Date, all of Grantor's right, title, and interest in and to the Trademarks, including the right to sue for past infringement, together with the goodwill of the business symbolized by the Trademarks.

3. **Cooperation; Further Assurances.** The parties shall use their reasonable efforts to take, or cause to be taken, all actions and to do, or cause to be done, all things reasonably necessary, proper or advisable to consummate and make effective as promptly as practicable the provisions contained herein and to cooperate with each other in connection with the foregoing. The parties shall take such further actions and execute and deliver such other documents, assignments, certificates, agreements and other instruments as may be necessary or desirable in order to consummate or implement this Agreement.

4. **Binding Effect.** This Agreement, and all the terms and provisions hereof, shall be binding upon and shall inure to the benefit of the parties, and their respective successors and assigns.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed as of the Effective Date.

CROSSMARK CONSUMER ENGAGEMENTS, LLC

By:   
Name: Johnette Oden-Brunson  
Title: Secretary

CROSSMARK, INC.

By:   
Name: Johnette Oden-Brunson  
Title: Secretary

**SCHEDULE 1**

U.S. Registrations:

<b>Trademark</b>	<b>Registration No.</b>	<b>Registration Date</b>
HEALTHTRENDS	3561980	January 13, 2009
PROMOWORKS	3422720	May 6, 2008
PROMOWORKS	2733675	July 8, 2003
PROMOWORKS RETAIL MEDIA	4739748	May 19, 2015

Canadian Registrations:

<b>Trademark</b>	<b>Registration No.</b>	<b>Registration Date</b>
PROMOWORKS	TMA758528	February 1, 2010