

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM502527

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Summit Performance Associates, Inc.		12/13/2018	Corporation: GEORGIA
RECEIVING PARTY DATA			
Name:	Knowledge Experience Value LLC		
Street Address:	511 SE 5th Avenue, Unit 2417		
City:	Fort Lauderdale		
State/Country:	FLORIDA		
Postal Code:	33301		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5196199	C.E.O. TRIBE	
Registration Number:	5172487	BUILD THE LEADER, BUILD THE BUSINESS	
CORRESPONDENCE DATA			
Fax Number:	9529120574		
<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:	952-253-4106		
Email:	trademark@alteralaw.com		
Correspondent Name:	Michael B. Lasky		
Address Line 1:	33 South Sixth Street, Suite 4200		
Address Line 4:	Minneapolis, MINNESOTA 55402		
NAME OF SUBMITTER:	Michael B. Lasky		
SIGNATURE:	/Michael B. Lasky/		
DATE SIGNED:	12/18/2018		
Total Attachments: 2			
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Trademark and Domain Name Assignment

WHEREAS, Summit Performance Associates, Inc., a Georgia corporation, with its principal place of business at 511 SE 5th Avenue, Unit 2417, Fort Lauderdale, FL 33301, ("Assignor"), has adopted, owns and is using the Marks, C.E.O. TRIBE and BUILD THE LEADER, BUILD THE BUSINESS ("the Marks") in connection with the following services:

For C.E.O. TRIBE: Business services in the nature of consulting and advising executives and business leaders in leadership, management and the operation of businesses; business management services; providing resource guides and information in the field of business development; providing business consultancy services in the field of building businesses in Class 35; and business training in the field of executive coaching; providing online educational lessons and resource guides in the field of business leadership and business management; providing business training services in the field of building businesses in Class 41; and

For BUILD THE LEADER, BUILD THE BUSINESS: Business management services, namely, business management consultancy services and providing business consultancy services in the field of building businesses and providing a web site featuring business information in the form of audio and video messages, transcripts and other educational materials; online business networking in Class 35; and Providing online educational consultation services, courses, seminars, workshops, and educational videos in the field of executive coaching and business leadership; business training in the field of leadership development, executive coaching, and improving entrepreneurial skills; providing educational courses, workshops and seminars in the field of business management offered through on-line videos and instructor assistance and access to course materials, namely, distribution of course and educational materials in connection therewith in Class 41; and

WHEREAS, Assignor has registered the Marks on the Principal Register of the United States Patent and Trademark Office in connection with the above-described services, Registration Number 5,196,199, registered on May 2, 2017 for C.E.O. TRIBE; and Registration Number 5,172,487, registered on March 28, 2017 for BUILD THE LEADER, BUILD THE BUSINESS; and

WHEREAS, Assignor has registered the Mark, C.E.O. TRIBE in Canada at the Canadian Intellectual Property Office in connection with the following services: Business services namely, consulting and advising executives and business leaders in leadership, management and the operation of businesses; business management services, namely, providing resource guides and information in the field of business development and providing business consultancy services in the field of building businesses; Executive coaching, namely, business training;

online education, namely, providing on-line educational lessons and resource guides in the field of business leadership and business management; providing business training services in the field of building businesses; Registration Number TMA962,629, registered on February 10, 2017; and

WHEREAS, Assignor has adopted, uses and registered the domain name, CEOTRIBE.COM (the "Domain Name"); and

WHEREAS, Knowledge Experience Value LLC, a Florida limited liability company, with its principal place of business at 511 SE 5th Avenue, Unit 2417, Fort Lauderdale, FL 33301, ("Assignee"), desires to acquire the Marks, the Domain Name, and the registrations in the U.S. and in Canada thereof.

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 Marks and the Domain Name, together with the goodwill of the business symbolized by the Marks, and the trademark registrations in the U.S. and Canada and the Domain Name registration.

SUMMIT PERFORMANCE ASSOCIATES, INC.

Larry R. Hart
Typed or Printed Name

President
Title

[Signature]
Signature

Date: 12/13/2018

KNOWLEDGE EXPERIENCE VALUE LLC

Denise Foley
Typed or Printed Name

Pres.
Title

[Signature]
Signature

Date: 12/13/18