

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM513743

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Midwest Health Consultants, Inc.		03/11/2019	Corporation: NEBRASKA
RECEIVING PARTY DATA			
Name:	O.C. Tanner Company		
Street Address:	1930 South State Street		
City:	Salt Lake City		
State/Country:	UTAH		
Postal Code:	84115		
Entity Type:	Corporation: UTAH		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4519163	CULTURE BY DESIGN	
CORRESPONDENCE DATA			
Fax Number:	8013214893		
<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:	8013214814		
Email:	mkrieger@kmclaw.com		
Correspondent Name:	Michael F. Krieger		
Address Line 1:	Key Bank Tower		
Address Line 2:	36 South State Street, Suite 1900		
Address Line 4:	Salt Lake City, UTAH 84111		
NAME OF SUBMITTER:	Michael F. Krieger		
SIGNATURE:	/Michael F. Krieger/		
DATE SIGNED:	03/11/2019		
Total Attachments: 2			
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OP \$40.00 4519163

TRADEMARK ASSIGNMENT

WHEREAS, Midwest Health Consultants, Inc. (hereinafter referred to as "Assignor"),

a corporation duly organized under the laws of the State of Nebraska, located at 2222 Stone Creek Loop S, Lincoln, Nebraska 68512,

an individual whose full post office address is

is the owner of the entire right, title, and interest in and to the following trademark(s) including all rights in and to such trademark(s) created under any applicable federal or state statutes or common law or under the applicable trademark laws of any foreign country,

AND WHEREAS, O.C. Tanner Company (hereinafter referred to as "Assignee"),

a corporation duly organized under the laws of the State of Utah, located at 1930 South State Street, Salt Lake City, Utah 84115

an individual whose full post office address is

desires to acquire all right, title, interest and goodwill in the trademark(s), their registration(s) and application(s), and all accrued rights including, prior uses and rights against any infringements before the date of this assignment.

Trademark	Application No.	Filing Date	Registration No.	Registration Date
Culture by Design	85929147	5/10/2013	4519163	4/22/2014

NOW, THEREFORE, in consideration of fifteen thousand dollars (\$15,000.00) and other good and valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE the entire right, title and interest in and to said trademark(s) and any respective applications, registrations or renewal(s) thereof, together with the goodwill of the uses or business symbolized by and associated with the trademark(s) and all rights to bring suit for past or future infringement of the trademark(s).

The Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks, and such officials in foreign countries as are duly authorized by their laws to register trademarks, to record this Assignment of or issue any and all certificates or renewal

certificates of registration of the trademark(s) to the Assignee as the owner of the entire interest, for the sole use and behalf of the said Assignee, its successors, assigns and legal representatives.

Dated this 11th day of March, 2019,

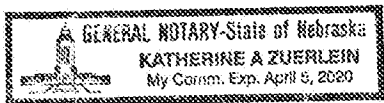
ASSIGNOR
MIDWEST HEALTH CONSULTANTS, INC.

John Roberts
Name: JOHN ROBERTS
Title: PRESIDENT

STATE OF NEBRASKA)
) ss.
COUNTY OF DOUGLAS)

11th SUBSCRIBED and SWORN to before me by JOHN ROBERTS this
day of March, 2019.

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Katherine A. Zuerlein
NOTARY PUBLIC
Residing in Omaha, Nebraska