

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM521758

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Advance Planning Services, LLC		12/13/2018	Limited Liability Company: NEVADA
RECEIVING PARTY DATA			
Name:	Integrity Marketing Group, LLC		
Street Address:	9111 Cyprus Waters Blvd., Suite 450		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75019		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3202610	ADVANCE PLANNING SERVICES	
CORRESPONDENCE DATA			
Fax Number:	4023909005		
<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:	4023909500		
Email:	ip@koleyjessen.com		
Correspondent Name:	Roberta L. Christensen		
Address Line 1:	1125 S 103rd Street		
Address Line 2:	One Pacific Place, Suite 800		
Address Line 4:	Omaha, NEBRASKA 68124		
ATTORNEY DOCKET NUMBER:	18636-5014		
NAME OF SUBMITTER:	Roberta L. Christensen		
SIGNATURE:	/rlc/		
DATE SIGNED:	05/02/2019		
Total Attachments: 1			
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OP \$40.00 3202610

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into effective December 13, 2018, by Advance Planning Services, LLC, a Nevada limited liability company ("Assignor"), having an address of 431 East Apple Creek Road, Appleton, Wisconsin 54913, and Integrity Marketing Group, LLC, a Delaware limited liability company ("Assignee"), having an address of 9111 Cyprus Waters Blvd., Suite 450, Dallas, Texas 75019.

WHEREAS, Assignor is the owner of the trademark "ADVANCE PLANNING SERVICES (and Design)", Registration Number 3,202,610 (the "Trademark"), and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the Trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, all applications and registrations therefor, and all claims for damages arising out of or relating to past or continuing infringements thereof, if any, with the right to sue for and collect such damages.

Assignor hereby covenants that it has full right, power and authority and has been duly authorized to convey the right, title and interest herein assigned, and that it has not and will not execute any agreement in conflict herewith. Assignor further covenants that, when requested, it will, without charge to Assignee, execute all documents and take all such further actions as may be necessary, desirable or convenient to enable Assignee to obtain, maintain and enforce its rights and interest in and to the Trademark in any and all countries.

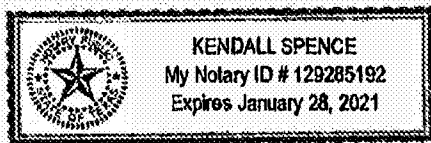
Advance Planning Services, LLC, Assignor

By: _____

Title: _____

State of Texas)
County of Dallas) ss.

On this 13th day of December 2018, before a Notary Public in and for the county and state aforesaid, appeared Steven Sigrist, to me personally known to be the signer of the foregoing instrument, and acknowledged execution of said instrument as a free and voluntary act for the uses and purposes therein expressed.



Kendall Spence
Notary Public