

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM526524

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Council of Better Business Bureaus, Inc.		06/01/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	International Association of Better Business Bureaus, Inc.		
Street Address:	3033 Wilson Blvd., Suite 600		
Internal Address:	Legal Dept.		
City:	Arlington		
State/Country:	VIRGINIA		
Postal Code:	22201		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	3451453	BBB	
Registration Number:	3395517	START WITH TRUST	
Registration Number:	2314197	BBB	
Registration Number:	2073514	BBB BETTER BUSINESS BUREAU	
Registration Number:	0971579	BETTER BUSINESS BUREAU	
Registration Number:	0969847	BETTER BUSINESS BUREAU	
Registration Number:	2364326	BBB AUTO LINE	
Registration Number:	4008587	BBB ACCREDITED BUSINESS	
Registration Number:	4390657	BBB CENTER FOR CHARACTER ETHICS	
Registration Number:	3605322	BBB NAVY LINE	
Registration Number:	3605319	BBB AIR FORCE LINE	
Registration Number:	4737495	BBB MILITARY LINE	
Registration Number:	3629636	BBB ACCREDITED CHARITY BBB.ORG/CHARITY	
Registration Number:	4741037	DIGITAL IQ	
Registration Number:	5073696	DIGITAL IQ	
CORRESPONDENCE DATA			
Fax Number:			

OP \$390.00 3451453

TRADEMARK

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.

Phone: 7032479406
Email: aisabell@iabbb.org
Correspondent Name: Angela T Isabell
Address Line 1: 3033 Wilson Blvd., Suite 600
Address Line 2: Legal Dept.
Address Line 4: Arlington, VIRGINIA 22201

NAME OF SUBMITTER:	Angela T Isabell
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SIGNATURE:	/angelatisabell/
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DATE SIGNED:	06/05/2019
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Total Attachments: 16

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made effective as of June 1, 2019, by and between the COUNCIL OF BETTER BUSINESS BUREAUS, INC., a Delaware nonprofit nonstock corporation ("CBBB" or "Assignor") and the INTERNATIONAL ASSOCIATION OF BETTER BUSINESS BUREAUS, INC, a Delaware nonprofit nonstock corporation ("IABBB" or "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in, to and under the trademarks and corresponding applications and registrations set forth on Exhibit A attached hereto (collectively, the "Assigned BBB Marks"); and

WHEREAS, Assignor desires to transfer to Assignee, and Assignee desires to accept from Assignor, all of Assignor's right, title and interest in, to and under the Assigned BBB Marks, together with all goodwill associated therewith and symbolized thereby.

NOW, THEREFORE, in consideration of the mutual covenants, conditions and agreements set forth herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1. Assignment. Assignor hereby irrevocably assigns, transfers, and conveys to Assignee in perpetuity, and Assignee hereby accepts, any and all right, title, and interest, including without limitation any common law and statutory rights, in the United States and throughout the world, in, to and under the Assigned BBB Marks, together with all goodwill of Assignor associated with, and symbolized by, the Assigned BBB Marks. Assignor also hereby confirms the assignment of that portion of Assignor's ongoing and existing business to which the Assigned BBB Marks pertain within the meaning of Section 10(a) of the Lanham Act, 15 U.S.C. § 1060(a)), other than the ongoing and existing BBB NP Business as defined by the Separation Agreement effective June 1, 2019. As part of such assignment, Assignor assigns, transfers, and conveys to Assignee all applications, registrations, issuances, extensions and renewals of the Assigned BBB Marks, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if the foregoing assignment had not been made, together with: (i) the right to prosecute, maintain and defend the Assigned BBB Marks before any public or private agency, office or registrar, including by filing extensions and all other applications relating to the Assigned BBB Marks; (ii) the right, if any, to claim priority based on the filing date of the Assigned BBB Marks under the Paris Convention for the Protection of Industrial Property, and all other treaties of like purposes; and (iii) the right to sue and recover damages or other compensation for past, present or future infringement, dilution, unfair competition, or any other claim or cause of action related to the Assigned BBB Marks, the right to sue and obtain equitable relief, including injunctive relief, in respect of such claims and causes of action, and the right to fully and entirely stand in the place of Assignor in all related matters.

2. Recordation. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office, and the corresponding entities or agencies in each applicable foreign country or multinational authority, to (a) record Assignee as the assignee and owner of the Assigned BBB Marks and other rights identified in this Assignment; (b) deliver to Assignee, and to Assignee's attorneys, agents, successors, or assigns, all official documents and communications as may be warranted by this Assignment; and (c) issue any and all registrations, certificates, or other governmental grants or issuances that may be granted upon the Assigned BBB Marks or other rights identified in this Assignment in the name of Assignee.

3. Miscellaneous.

(a) Headings. The headings contained in this Assignment are intended solely for convenience and shall not affect the rights of the parties to this Assignment.

(b) Governing Law. This Assignment and any claim or controversy hereunder shall be governed by and construed in accordance with the laws of the State of Delaware without giving effect to the principles of conflict of laws thereof.

(c) Counterparts and Facsimile Signatures. This Assignment may be signed in any number of counterparts with the same effect as if the signatures to each counterpart were upon a single instrument, and all such counterparts together shall be deemed an original of this Assignment. Delivery of an executed counterpart of this Assignment by facsimile transmission or by electronic mail in portable document format (.pdf) shall be as effective as delivery of a manually executed counterpart hereof.

(d) Amendments. This Assignment shall not be amended except by an instrument in writing signed on behalf of Assignor and Assignee.

(e) Successors and Assigns. This Assignment is executed by, shall be binding upon, and shall inure to the benefit of, Assignor, Assignee and each of their respective successors and assigns for the uses and purposes above set forth.

[Remainder of this page intentionally left blank]

IN WITNESS WHEREOF, Assignor and Assignee have duly executed and delivered this Assignment as of the date first written above.

ASSIGNOR:

COUNCIL OF BETTER BUSINESS BUREAUS, INC.

3033 Wilson Blvd., Suite 600

Arlington, VA 22201

By: Beverly Bastin

Name: Beverly Bastin

Title: Chief Executive Officer

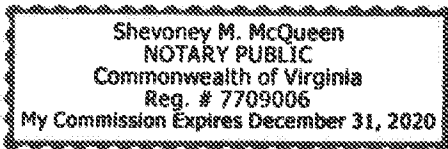
[NOTARY]

City/County of Arlington Commonwealth of Virginia The foregoing instrument was acknowledged before me this 2nd day of May 2019 by Beverly Bastin

Notary Public Signature Shenay M. Miller

Notary registration number: 7709006

My Commission expires: December 31, 2020



ASSIGNEE:

INTERNATIONAL ASSOCIATION OF BETTER BUSINESS BUREAUS, INC.

3033 Wilson Blvd., Suite 600

Arlington, VA 22201

By: Colleen Rudio

Name: Colleen Rudio

Title: Executive Director

[NOTARY]

City / County of Arlington Commonwealth of
Virginia The foregoing instrument was
acknowledged before me this 21st day of May, 2019
by Colleen Rudio

Notary Public Signature Shenoy M. McQueen
Notary Registration number 7709006
My Commission expires: December 31, 2020

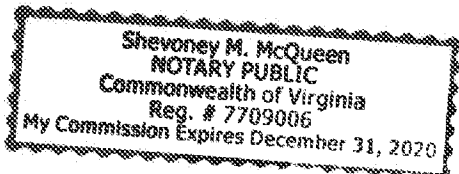






Exhibit A
Assigned BBB Marks

Registered BBB Trademarks:

United States Registered Trademarks

Trademark	Registration No.
 BBB	3451453
START WITH TRUST	3395517
BBB	2314197
	2073514
BETTER BUSINESS BUREAU	971579
BETTER BUSINESS BUREAU	969847
BBB AUTO LINE	2364326
	4008587
BBB CENTER FOR CHARACTER ETHICS	4390657
BBB NAVY LINE	3605322
BBB AIR FORCE LINE	3605319
BBB MILITARY LINE	4737495
	3629636
DIGITAL IQ	4741037
DIGITAL IQ	5073696






Australia Registered Trademarks



Trademark	Registration No.
BETTER BUSINESS BUREAU	IR No. 876333 MP Registration

Bulgaria Registered Trademarks





Trademark	Registration No.
BETTER BUSINESS BUREAU	IR No. 876333 MP Registration

Canada Registered Trademarks


Trademark	Registration No.
BBB	620664
BEC	622611
BETTER BUSINESS BUREAU	143543
BETTER BUSINESS BUREAU	622110
BUREAU D'ETHIQUE COMMERCIAL	710988
START WITH TRUST	706728
	783869
	854946
	854948
	143549
	631096

	620663
	631240

China Registered Trademarks

BBB	13172463
BBB	22690108
	18816569
	22690110
	22690112
	IR No. 1102738



Costa Rica Registered Trademarks

Trademark	Registration No.
BBB	107572
	185332

Croatia Registered Trademark

Trademark	Registration No.
Better Business Bureau	IR No. 876333

European Union Registered Trademarks

Trademark	Registration No.
	IR No. 1102738 MP Registration
BETTER BUSINESS BUREAU	IR No. 1101825 MP Registration
BBB	390823
	390674

France Registered Trademarks

Trademark	Registration No.
BETTER BUSINESS BUREAU	IR No. 876333 MP Registration



Germany Registered Trademarks

Trademark	Registration No.
BETTER BUSINESS BUREAU	IR No. 876333 MP Registration

Greece Registered Trademarks

Trademark	Registration No.
BETTER BUSINESS BUREAU	IR No. 876333 MP Registration



Hong Kong Registered Trademarks

Trademark	Registration No.
	304136832
 BETTER BUSINESS BUREAU	304162310

Hungary Registered Trademarks

Trademark	Registration No.
BETTER BUSINESS BUREAU	IR No. 876333 MP Registration

India Registered Trademarks

Trademark	Registration No.
BBB	2269713
	2236935
 BETTER BUSINESS BUREAU	3848446


Iran Registered Trademarks

Trademark	Registration No.
BETTER BUSINESS BUREAU	IR No. 876333 MP Registration

Italy Registered Trademarks

Trademark	Registration No.
BETTER BUSINESS BUREAU	IR No. 876333 MP Registration


Japan Registered Trademarks

Trademark	Registration No.
	IR No. 1102738 MP Registration
BETTER BUSINESS BUREAU	IR No. 1101825 MP Registration

Lesotho Registered Trademarks

Trademark	Registration No.
BETTER BUSINESS BUREAU	IR No. 876333 MP Registration




Macau Registered Trademarks

Trademark	Registration No.
	N/123314

Macau Pending Trademarks

Trademark	Filing No.
BETTER BUSINESS BUREAU	N/123315


Mexico Registered Trademarks

Trademark	Registration No.
BETTER BUSINESS BUREAU	502327
	1357717
BBB	1360149
START WITH TRUST	1426791
	1594771
	1436281

Mexico Pending Trademarks

Trademark	Filing No.
BBB	1329572



Mongolia Registered Trademarks

Trademark	Registration No.
BETTER BUSINESS BUREAU	IR No. 876333 MP Registration
	IR No. 1102738 MP Registration


Morocco Registered Trademarks

Trademark BETTER BUSINESS BUREAU	Registration No. IR No. 876333 MP Registration
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Pakistan Pending Trademarks

Trademark Better Business Bureau	Filing No. 470559
	470558
	470557



Peru Registered Trademarks

Trademark 	Registration No. 80703
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Portugal Registered Trademarks

Trademark BETTER BUSINESS BUREAU	Registration No. IR No. 876333
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Singapore Registered Trademarks

Trademark 	Registration No. 40201711901T
	40201710624X



Slovakia Registered Trademarks

Trademark BETTER BUSINESS BUREAU	Registration No. IR No. 876333 MP Registration
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Slovenia Registered Trademarks

Trademark	Registration No.
BETTER BUSINESS BUREAU	IR No. 876333 MP Registration


South Korea Registered Trademarks

Trademark	Registration No.
	IR No. 1102738 MP Registration
 BETTER BUSINESS BUREAU	40-1336217

Spain Registered Trademarks

Trademark	Registration No.
BETTER BUSINESS BUREAU	IR No. 876333 MP Registration


Sweden Registered Trademarks

Trademark	Registration No.
 BETTER BUSINESS BUREAU	IR No. 876333 MP Registration



Syria Registered Trademarks

Trademark	Registration No.
BETTER BUSINESS BUREAU	IR No. 876333 MP Registration

Taiwan Registered Trademarks

Trademark	Registration No.
BETTER BUSINESS BUREAU	1884566
	1884567


Thailand Pending Trademarks

Trademark	Filing No.
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	170116566


United Kingdom Registered Trademarks

Trademark	Registration No.
BBB	2113413



Vietnam Registered Trademark

Trademark	Registration No. IR No. 1102738
	

Vietnam Pending Trademark

Trademark	Filing No.
	4-2018-31191

World Intellectual Property Organization Trademarks

Trademark	Filing No.
BETTER BUSINESS BUREAU	IR No. 1101825 MP Registration (Base Registration)
	IR No. 1102738 MP Registration (Base Registration)
	IR No. 1187891 MP Registration (Base Registration)

Unregistered Assigned BBB Marks

5 Gestures of Trust



[social media button]

Better Business > Better series



[podcast name and logo]

BBB The Bistro






[podcast name and logo]

CBBB/Council of Better Business Bureaus

Consumer Journey

Future of Business > Better



Trust Matters
BBB Children's Food and Beverage Advertising Initiative/CFBAI
BBB Children's Confection Advertising Initiative/CCAI
<p>BBB Cybersecurity</p> 
BBB EU Privacy Shield

BBB Trusted [Magazine]

BBB Torch Awards for Ethics
BBB Students of Integrity
BBB International Torch Awards for Ethics
Ask BBB



BBB National Programs/Better Business Bureaus National Programs/BBB NP

International Association of Better Business Bureaus/International Association of BBBs/IABBB

BBB Institute for Marketplace Trust



BBB Wise Giving Alliance

