

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM543992

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Reserve Advisors, Inc.		10/04/2019	Corporation: WISCONSIN
RECEIVING PARTY DATA			
Name:	Reserve Advisors LLC		
Street Address:	735 N. Water Street		
Internal Address:	Suite M175		
City:	Milwaukee		
State/Country:	WISCONSIN		
Postal Code:	53202		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4608940	RESERVE ADVISORS LONG-TERM THINKING. EVE	
Registration Number:	4608942	RESERVE ADVISORS LONG-TERM THINKING. EVE	
Registration Number:	4600802	RESERVE ADVISORS LONG-TERM THINKING. EVE	
CORRESPONDENCE DATA			
Fax Number:	4142735198		
<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:	4142733500		
Email:	sdelsman@gklaw.com		
Correspondent Name:	Shane Delsman		
Address Line 1:	833 East Michigan Street, Suite 1800		
Address Line 4:	Milwaukee, WISCONSIN 53202-5615		
NAME OF SUBMITTER:	Shane Delsman		
SIGNATURE:	/Shane Delsman/		
DATE SIGNED:	10/04/2019		
Total Attachments: 7			
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ASSIGNMENT OF INTELLECTUAL PROPERTY

THIS ASSIGNMENT OF INTELLECTUAL PROPERTY (this “Assignment”) is made and entered into as of October 4, 2019, by Reserve Advisors, Inc., a Wisconsin corporation (“Assignor”), in favor of Reserve Advisors LLC, a Delaware limited liability company (“Assignee”). All capitalized terms used but not otherwise defined herein shall have the meanings ascribed to such terms in the Purchase Agreement (as defined below).

W I T N E S S E T H:

WHEREAS, Assignor owns all right, title, and interest in and to (i) the trademarks identified in Exhibit A attached hereto, any associated applications and registrations thereof, any related common law rights, and further including the goodwill associated with the trademark (collectively, the “Assigned Trademarks”), (ii) the domain name registrations identified in Exhibit B (collectively, the “Assigned Domain Names”) and (iii) the copyrights identified in Exhibit C attached hereto, any associated applications and registrations thereof (collectively, the “Assigned Copyrights”);

WHEREAS, Assignor, Assignee, ForeSite Reserves, LLC, a Wisconsin limited liability company, and certain other parties are parties to that certain Asset Purchase Agreement dated as of the date hereof (the “Purchase Agreement”); and

WHEREAS, pursuant to the terms and conditions of the Purchase Agreement, Assignor has agreed to transfer and assign to Assignee all rights throughout the world in and to, along with the right to recover damages and profits for past and future infringements of, (i) the Assigned Trademarks and any applications and registrations therefor, together with the goodwill of the business in connection with which the Assigned Trademarks are used and which is symbolized by the Assigned Trademarks, (ii) the Assigned Domain Names, together with the goodwill of the business in connection with which the Assigned Domain Names are used and which is symbolized by the Assigned Domain Names, and (iii) the Assigned Copyrights and any applications and registrations therefor.

NOW, THEREFORE, in consideration of the mutual covenants and agreements hereinafter set forth, Assignor and Assignee hereby agree as follows:

1. Assignment. As of the Effective Time, Assignor hereby sells, assigns and transfers unto Assignee all right, title, and interest in and to (i) the Assigned Trademarks and any applications or registrations therefor, together with all common law rights therein, the goodwill of the business in connection with which the Assigned Trademarks are used and which is symbolized by the Assigned Trademarks, throughout the world, all renewals thereof, and all rights of action, powers, and benefits accrued thereto, including the right to sue for and collect damages and profits for past and future infringements thereof, (ii) the Assigned Domain Names, together with the goodwill of the business in connection with which the Assigned Domain Names are used and which is symbolized by the Assigned Domain Names, and (iii) the Assigned Copyrights and any applications or registrations therefor, together with all common law rights therein, throughout the world, all renewals thereof, and all rights of action, powers, and benefits accrued thereto, including the right to sue for and collect damages and profits for past and future infringements thereof, to be

held and enjoyed by the Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this assignment not been made.

2. Recordation. Where appropriate, Assignee authorizes and requests (i) the Commissioner of Trademarks of the United States Patent and Trademark Office, whose duty it is to register trademarks and to record Assignee as the assignee and owner of the Assigned Trademarks; (ii) the issuing domain name registry to record Assignee as the assignee and owner of the Assigned Domain Names and (iii) the Register of Copyrights of the United States Copyright Office, whose duty it is to register copyrights and to record Assignee as the assignee and owner of the Assigned Copyrights.

3. Further Action. Assignee and Assignor hereby agree that they will execute such additional documents and take such further actions as may be reasonably required in order to confirm and further effectuation the assignment of the Assigned Trademarks, the Assigned Domain Names and the Assigned Copyrights by Assignor to Assignee.

4. Successor and Assigns. This Assignment shall be binding upon Assignor and its respective permitted successors and permitted assigns, and shall inure to the benefit of Assignee and its respective permitted successors and permitted assigns.

5. Amendment and Modification. Assignor and Assignee may amend, modify and supplement this Assignment in such manner as may be agreed upon by them in writing executed in pen and ink (and not by an exchange of e-mails or other electronic communication).

6. Governing Law. This Assignment shall be construed and interpreted according to the laws of the State of Delaware, excluding any choice of law rules that may direct the application of the laws of another jurisdiction.


7. Electronic Signature; Counterparts. This Assignment may be executed by portable document format or other electronic signature pages and in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

[Signature page follows]

IN WITNESS WHEREOF, the parties have executed this Assignment of Intellectual Property as of the date first above written.

ASSIGNOR:

RESERVE ADVISORS, INC.

By: 
Name: John P. Poehlmann
Title: President

ASSIGNEE:

RESERVE ADVISORS LLC

By: _____
Name: Peter Hellman
Title: Chief Executive Officer

IN WITNESS WHEREOF, the parties have executed this Assignment of Intellectual Property as of the date first above written.

ASSIGNOR:

RESERVE ADVISORS, INC.


By: _____

Name: John P. Poehlmann

Title: President

ASSIGNEE:

RESERVE ADVISORS LLC

By:  _____

Name: Peter Hellman

Title: Chief Executive Officer

Exhibit A

Assigned Trademarks


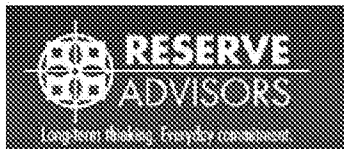

MARK	JURISDICTION	REG. NO.	REG. DATE	STATUS
	US	4608940	09/23/2014	Registered
	US	4608942	09/23/2014	Registered
	US	4600802	09/09/2014	Registered
RESERVE ADVISORS LONG-TERM THINKING. EVERYDAY COMMITMENT. (design)	Wisconsin	20141441398	02/05/2014	Registered
RESERVE ADVISORS LONG-TERM THINKING. EVERYDAY COMMITMENT. (design)	Wisconsin	20141441399	02/05/2014	Registered
RESERVE ADVISORS LONG-TERM THINKING. EVERYDAY COMMITMENT. (design)	Wisconsin	2014144140	02/05/2014	Registered

Exhibit B

Assigned Domain Names

DOMAIN NAME	EXPIRATION/ RENEWAL DATE	RECORD OWNER
capitalresvestudy.com	6/25/2020	Reserve Advisors, Inc.
clubresvestudies.com	6/22/2022	Reserve Advisors, Inc.
condosolutions.com	5/30/2020	Reserve Advisors, Inc.
condosolutionsonline.com	5/30/2020	Reserve Advisors, Inc.
everydaycommitment.com	4/13/2024	Reserve Advisors, Inc.
everydaycommitment.info	4/8/2020	Reserve Advisors, Inc.
everydaycommitment.net	4/13/2024	Reserve Advisors, Inc.
greenresvestudies.com	7/28/2022	Reserve Advisors, Inc.
greenresvestudy.com	7/28/2022	Reserve Advisors, Inc.
managersofexcellence.com	4/13/2024	Reserve Advisors, Inc.
managersofexcellenceaward.com	4/13/2024	Reserve Advisors, Inc.
professionalreserveanalyst.com	6/26/2022	Reserve Advisors, Inc.
reserveadv.com	6/25/2020	Reserve Advisors, Inc.
reserveadvisors.biz	1/5/2020	Reserve Advisors, Inc.
reserveadvisors.com	6/25/2022	Reserve Advisors, Inc.
reserveadvisors.net	4/13/2024	Reserve Advisors, Inc.
reserveadvisors.us	1/5/2020	Reserve Advisors, Inc.
reservespecialist.com	6/26/2022	Reserve Advisors, Inc.
resvestudyadvisors.com	12/10/2019	Reserve Advisors, Inc.

Exhibit C

Assigned Copyrights

TITLE	REG. NO.	REG. DATE	STATUS
RESERVE ADVISORS LOGO – HOUSES	VA0001976164	09/15/2014	Registered
PRECISION 20/20 FULL RESERVE STUDY PROPOSAL.	TX0007538442	05/03/2012	Registered
PRECISION 20/20 FILL RESERVE STUDY NOVEMBER 29, 2007	TX0007341257	11/15/2010	Registered
PRECISION 20/20 FULL RESERVE STUDY.	TX0007243324	11/09/2010	Registered