

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM559527

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FINANCE OF AMERICA MORTGAGE LLC		01/29/2020	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Paramour Group, LLC		
Street Address:	1133 Center Drive		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63117		
Entity Type:	Limited Liability Company: MISSOURI		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	2611363	AMERICAN EQUITY MORTGAGE	
Registration Number:	3428731	AEM AMERICAN EQUITY MORTGAGE	
Registration Number:	3428730	AEM AMERICAN EQUITY MORTGAGE	
Registration Number:	3202904	INTEGRITY INTENSITY IMPECCABLE CUSTOMER	
Registration Number:	3184887	INTEGRITY INTENSITY IMPECCABLE CUSTOMER	
Registration Number:	2419317	THE FUTURE BELONGS TO YOU	
Registration Number:	2493573	THE AMERICAN WAY PLAN	
Serial Number:	78969310	9999	
Registration Number:	3170076	HOME EQUITY MORTGAGE	
Serial Number:	78659929	INTEGRITY MORTGAGE	
Registration Number:	3020438	AMERICAN EQUITY MORTGAGE	
Serial Number:	75933854	AMERICAN EQUITY MORTGAGE	
CORRESPONDENCE DATA			
Fax Number:	8043447999		
<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:	8047888331		
Email:	HWRITM@HuntonAK.com		
Correspondent Name:	Stephen Demm, Hunton Andrews Kurth LLP		

CH \$315.00 2611363

Address Line 1: 951 East Byrd Street
Address Line 4: Richmond, VIRGINIA 23219-4074

ATTORNEY DOCKET NUMBER: 084181.0000068

NAME OF SUBMITTER: Stephen P. Demm

SIGNATURE: /Stephen P. Demm/

DATE SIGNED: 01/29/2020

Total Attachments: 5

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TRADEMARK ASSIGNMENT

WHEREAS, Finance of America Mortgage, LLC, a limited liability company organized and existing under the laws of the State of Delaware (“Assignor”), is the owner of certain trademarks, service marks, trade names, trademark registrations, and trademark applications listed in Schedule A (collectively the “Assigned Marks”), including the goodwill associated with them, and desires to assign the Assigned Marks to Paramour Group, LLC, a limited liability company organized and existing under the laws of the State of Missouri and having a place of business at 1133 Center Drive, St. Louis, Missouri, 63117 (“Assignee”); and

WHEREAS, Assignee desires to acquire the Assigned Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee, its successors and assigns, absolutely and forever, all right, title, and interest in and to the Assigned Marks, together with the goodwill of the business symbolized by the Assigned Marks.

This Trademark Assignment may be executed in counterparts, each of which shall be deemed to be an original, but all of which together will constitute one and the same instrument.

IN WITNESS WHEREOF, Finance of America Mortgage, LLC has caused this Trademark Assignment to be executed and delivered as of this 29th day of January, 2020.

FINANCE OF AMERICA MORTGAGE,
LLC

By: DocuSigned by:
Lauren Richmond
0D468CEA777A4A2...

Printed Name: Lauren Richmond

Title: Secretary

IN WITNESS WHEREOF, Paramour Group, LLC accepts this Trademark Assignment executed and delivered as of this ____ day of _____, 2020.

PARAMOUR GROUP, LLC

By: _____

Printed Name: _____

Title: _____

By: _____

Printed Name: _____

Title: _____

IN WITNESS WHEREOF, Paramour Group, LLC accepts this Trademark
Assignment executed and delivered as of this 26 day of January, 2020.

PARAMOUR GROUP, LLC



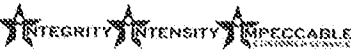

By:  _____





Printed Name: Deanna Daughetee

Title: President

SCHEDULE A

TRADEMARKS

<u>Mark</u>	<u>U.S. Serial Number</u>	<u>U.S. Registration Number</u>
AMERICAN EQUITY MORTGAGE	75933855	2611363
AEM AMERICAN EQUITY MORTGAGE and Design 	78944874	3428731
AEM AMERICAN EQUITY MORTGAGE and Design 	78944872	3428731
INTEGRITY INTENSITY IMPECCABLE CUSTOMER SERVICE and Design 	78659966	3202904
INTEGRITY INTENSITY IMPECCABLE CUSTOMER SERVICE and Design 	78659951	3184887
GET TO A BETTER PLACE	Not Registered	Not Registered
THE FUTURE BELONGS TO YOU	75933856	2419317
THE AMERICAN WAY PLAN	76027383	2493573

<u>Mark</u>	<u>U.S. Serial Number</u>	<u>U.S. Registration Number</u>
9999 HOME EQUITY MORTGAGE and Design 	78969310 78659940	3170076
INTEGRITY MORTGAGE and Design 	78659929	
AMERICAN EQUITY MORTGAGE and Design 	78484151	3020438
AMERICAN EQUITY MORTGAGE and Design 	75933854	