

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM582564

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Synova Associates LLC		06/16/2020	Limited Liability Company: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Synova Associates LLC		
Street Address:	9418 Harding Blvd		
City:	Wauwatosa		
State/Country:	WISCONSIN		
Postal Code:	53226		
Entity Type:	Limited Liability Company: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4573920	PERINATAL LEADERSHIP FORUM	
CORRESPONDENCE DATA			
Fax Number:	6509892131		
<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:	650 965-8731		
Email:	trademarks@legalforcelaw.com		
Correspondent Name:	Nick Craft		
Address Line 1:	446 E Southern Ave		
Address Line 4:	Tempe, ARIZONA 85282		
ATTORNEY DOCKET NUMBER:	1073741827		
NAME OF SUBMITTER:	Craft, Nick		
SIGNATURE:	/nc/		
DATE SIGNED:	06/23/2020		
Total Attachments: 2			
source=Sr. No. 86171721 PERINATAL LEADERSHIP FORUM Assignment Agreement 2 - SIGNED#page1.tif			
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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT Agreement (“**ASSIGNMENT**”) is executed on this 16 day of June 2020 by Synova Associates LLC, a Massachusetts Limited Liability Company with principal address of 10 Seaport Dr. #2301, Quincy, Massachusetts 02171 (“**ASSIGNOR**”).

IN FAVOR OF

Synova Associates LLC, a Wisconsin Limited Liability Company with principal address of 9418 Harding Blvd, Wauwatosa, Wisconsin 53226 (“**ASSIGNEE**”).

WHEREAS, the Assignor is the lawful owner of all right, title and interest in the Trademarks listed at Exhibit A, which are registered with the United States Patent and Trademark Office, and in which the Assignor has built up source recognition and goodwill with respect to the Trademark and the businesses connected with and symbolized by the Trademarks;

WHEREAS, Assignor desires to assign to Assignee all right, title and interest in and to the Trademark;

AND WHEREAS, Assignee desires to assume all right, title and interest in and to the Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, and the undersigned Parties intending to be legally bound by this Assignment, Assignor and Assignee hereby agree as follows:

Assignor hereby irrevocably and perpetually assigns, transfers and conveys to Assignee the entire right, title, and interest in the United States registered Trademarks listed at Exhibit A, along with the goodwill attached to the businesses connected with and symbolized by the Trademark (including, without limitation, the right to renew any future registrations included in the Trademarks, and the right to apply for trademark registration within or outside the United States and any priority right that may arise from the Trademark), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

IN WITNESS WHEREOF, the Parties hereto have executed this Trademark Assignment Agreement as of the date first above written.

ASSIGNOR

ASSIGNEE

Synova Associates LLC / Melissa Gehl, COO/Partner

Synova Associates LLC / Melissa Gehl, COO/Partner

Printed Name of Authorized Signatory

Printed Name of Authorized Signatory

Melissa Gehl

Melissa Gehl

Signature of Authorized Signatory

Signature of Authorized Signatory

EXHIBIT A

Trademark	Type of Mark	Registration No.	Date of Registration
PERINATAL LEADERSHIP FORUM	Standard Character Mark	4573920	Jul 22, 2014