

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM584141

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Apollo Education Group, Inc.		07/01/2020	Corporation: ARIZONA
RECEIVING PARTY DATA			
Name:	The University of Phoenix, Inc.		
Street Address:	4025 S. Riverpoint Parkway		
City:	Phoenix		
State/Country:	ARIZONA		
Postal Code:	85040		
Entity Type:	Corporation: ARIZONA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3987092	FOREVER A PHOENIX	
CORRESPONDENCE DATA			
Fax Number:			
<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:	4084141080		
Email:	trademarks@h35g.com		
Correspondent Name:	Christopher J. Palermo		
Address Line 1:	1 Almaden Boulevard - Floor 12		
Address Line 4:	San Jose, CALIFORNIA 95113		
ATTORNEY DOCKET NUMBER:	60201-0526		
NAME OF SUBMITTER:	Iryna Vyshynska		
SIGNATURE:	/IrynaVyshynska/		
DATE SIGNED:	07/01/2020		
Total Attachments: 1			
source=Forever a Phoenix_TM Assignment_AEG_UOPX_signed 06.26.20#page1.tif			

OP \$40.00 3987092

ASSIGNMENT OF TRADEMARK

ASSIGNMENT OF TRADEMARK ("Assignment") dated and effective as of July 1, 2020, (the "Effective Date") by and between Apollo Education Group, Inc., an Arizona corporation, located at 4025 S. Riverpoint Parkway, Phoenix, Arizona 85040, United States of America ("Assignor") and The University of Phoenix, Inc., an Arizona corporation, located at 4025 S. Riverpoint Parkway, Phoenix, Arizona 85040, United States of America ("Assignee").

WHEREAS, Assignor owns the United States trademark registration 3987092, registered on June 28, 2011, for the mark FOREVER A PHOENIX (the "Trademark");

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to the Trademark as well as the goodwill represented by the Trademark and Assignor is willing to assign the same upon the terms and conditions hereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, transfers and assigns to Assignee, its successors and assigns, (i) all of Assignor's right, title and interest, whether statutory or at common law, in and to the Trademark, together with the goodwill of the business connected with the use of and symbolized by the Trademark throughout the world, and any and all applications and/or registrations for the Trademark, to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors and assigns, and (ii) all rights of Assignor to bring an action, whether at law or in equity, against any third party for infringement or other misuse of any of the Trademark, including the right to bring an action for past, present and future infringement, dilution, unfair competition or other misappropriation or misuse, and all rights to recover damages, profits, attorneys' fees and injunctive relief for infringement, dilution, unfair competition or other misappropriation or misuse.

IN WITNESS WHEREOF, Assignor and Assignee have duly executed and delivered this Assignment as of the Effective Date.

APOLLO EDUCATION GROUP, INC.

By 

Name: William Molina
Title: Vice President, Tax

AGREED TO AND ACCEPTED:

THE UNIVERSITY OF PHOENIX, INC.

By 

Name: Tim West
Title: Associate General Counsel/Chief Privacy Counsel