

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM585074

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LANE CONSULTANTS, INC.		03/11/2020	Corporation: KENTUCKY
RECEIVING PARTY DATA			
Name:	THE LANE REPORT, INC.		
Street Address:	2524 Cayman Hts		
City:	Lexington		
State/Country:	KENTUCKY		
Postal Code:	40509		
Entity Type:	Corporation: KENTUCKY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2368190	THE LANE REPORT	
CORRESPONDENCE DATA			
Fax Number:	8592520779		
<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:	8592520889		
Email:	uspto@iplaw1.net, lucie@iplaw1.net		
Correspondent Name:	KING & SCHICKLI PLLC		
Address Line 1:	800 CORPORATE DRIVE, SUITE 200		
Address Line 4:	LEXINGTON, KENTUCKY 40503		
ATTORNEY DOCKET NUMBER:	696-002		
NAME OF SUBMITTER:	Michael S. Hargis		
SIGNATURE:	/Michael S. Hargis/		
DATE SIGNED:	07/07/2020		
Total Attachments: 5			
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INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

This INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT (this "Agreement") is made and entered into effective as of March 11, 2020, by and between LANE CONSULTANTS, INC., a Kentucky corporation ("Assignor") and THE LANE REPORT, INC., a Kentucky corporation ("Assignee").

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement, dated as of March 11, 2020, by and among Assignor, Assignee, and the other parties thereto (the "Asset Purchase Agreement");

WHEREAS, capitalized terms used and not otherwise defined herein shall have the meanings ascribed to such terms in the Asset Purchase Agreement;

WHEREAS, Assignor is the owner of all right, title and interest in, to and under the Intellectual Property Assets, including those set forth on Schedule A attached hereto, as indicated, together with the goodwill of the Business connected with and symbolized by the Intellectual Property Assets; and

WHEREAS, pursuant to the Asset Purchase Agreement, Assignor desires to sell, convey, assign, transfer and deliver to Assignee, and Assignee desires to acquire from Assignor, all of Assignor's right, title and interest in, to and under the Intellectual Property Assets, together with the goodwill of the Business connected with and symbolized by the Intellectual Property Assets.

NOW, THEREFORE, in consideration of the foregoing and in consideration of the mutual promises, covenants, representations, warranties and agreements contained herein and in the Asset Purchase Agreement, Assignor and Assignee agree as follows:

1. Assignment. Assignor hereby sells, conveys, assigns, transfers and delivers to Assignee, its successors and assigns, and Assignee hereby purchases and accepts, all of Assignor's right, title and interest in, to and under the Intellectual Property Assets in the United States and throughout the world, together with the goodwill of the Business connected with and symbolized by the Intellectual Property Assets, including, without limitation, all registrations and applications therefore, the right to renew any registrations included in the Intellectual Property Assets, the right to apply for trademark or other registrations within or outside of the United States based in whole or in part upon the Intellectual Property Assets, all rights to secure and maintain domain name registrations and renewals for the Intellectual Property Assets, the administrative and technical access to the domain names included in the Intellectual Property Assets, the right to sue for past, present and future infringement of the Intellectual Property Assets, and to collect and retain all damages and profits related to the foregoing, and any priority right that may arise from any such Intellectual Property Assets.

2. Recording. This Agreement has been executed and delivered by Assignor to Assignee for the purpose of recording this Agreement with the United States Patent and Trademark Office (the "PTO") or other governing authority, if necessary, and the parties hereby authorize the PTO or such other governing authority to record this Agreement.

3. Further Assurances. From time to time following the date hereof, and without any further consideration or other payment, Assignor shall execute and deliver such other instruments of conveyance, assignment, transfer and delivery and execute and deliver such other documents and take or cause to be taken such other actions as Assignee reasonably may request in order to consummate, complete and carry out the transactions contemplated by this Agreement.

4. Appointment. Assignor hereby appoints Assignee as its attorney-in-fact, with full authority in the place and stead of Assignor and in the name of such Assignor, solely to take any action and to create any instrument that may be necessary or desirable to register, effectuate, validate, record, maintain, perfect, enforce or defend this Agreement and Assignee's rights in the Intellectual Property Assets.

5. Asset Purchase Agreement. This Agreement is in accordance with and is subject to all of the representations, warranties, covenants, agreements, exclusions and indemnities set forth in the Asset Purchase Agreement, all of which are hereby incorporated herein by reference. In the event of any conflict between this Agreement and the Asset Purchase Agreement, the terms of the Asset Purchase Agreement shall control.

6. Successors. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective heirs, legal representatives, successors and assigns.

7. Counterparts. This Agreement may be executed and delivered in multiple counterparts, each of which, when so executed and delivered, shall be an original, but such counterparts shall together constitute but one and the same instrument and agreement. A facsimile or "Portable Document Format" copy of a signature shall have the same force and effect as an original signature.

8. Governing Law. This Agreement shall be governed by and construed in accordance with the internal laws of the Commonwealth of Kentucky without giving effect to any choice or conflict of law provision or rule (whether of Kentucky or any other jurisdiction) that would cause the application of laws of any jurisdiction other than those of the Commonwealth of Kentucky.

[Signature Page Follows]

Schedule A

Trademarks

<u>Mark</u>	<u>Country/State</u>	<u>Serial No.</u>	<u>Registration/ Certificate No.</u>	<u>Reg. Date</u>
The Lane Report				
Market Review of the Bluegrass				

Domain Names

1. LANE Report. com
- 2.