

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM598729

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Foundation For Impact On Literacy And Learning		08/31/2020	Corporation: VIRGINIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	LIFT A LIFE FOUNDATION, INC.		
<b>Street Address:</b>	13006 OSAGE ROAD N.		
<b>City:</b>	ANCHORAGE		
<b>State/Country:</b>	KENTUCKY		
<b>Postal Code:</b>	40223		
<b>Entity Type:</b>	Corporation: KENTUCKY		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4542408	LEAD2FEED	
<b>Registration Number:</b>	6006109	LEAD4CHANGE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5025890309		
<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>			
<b>Phone:</b>	5025895235		
<b>Email:</b>	mwilliams@wyattfirm.com		
<b>Correspondent Name:</b>	Matthew A. Williams		
<b>Address Line 1:</b>	400 West Market St.		
<b>Address Line 2:</b>	Suite 2000		
<b>Address Line 4:</b>	Louisville, KENTUCKY 40202		
<b>NAME OF SUBMITTER:</b>	MATTHEW A. WILLIAMS		
<b>SIGNATURE:</b>	/MATTHEW A. WILLIAMS/		
<b>DATE SIGNED:</b>	09/21/2020		
<b>Total Attachments: 1</b>			
source=Bill of Sale and Assignmentd hb(100367675.1)#page1.tif			

OP \$65.00 4542408

BILL OF SALE AND ASSIGNMENT

WHEREAS, the Foundation for Impact on Literacy and Learning, Inc., a Virginia nonprofit corporation ("Assignor") has adopted and used in the United States the mark Lead2Feed, which was registered in the United States Patent and Trademark Office, Reg., No. 4542408, and the mark Lead4Change, which was registered in the United States Patent and Trademark Office Reg. No. 6006109 (collectively, the "Marks"):

WHEREAS, Lift a Life Foundation, Inc., is desirous of acquiring said Marks and the registrations thereof;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title and interest in and to the Marks together with the goodwill of the business connected with the use and symbolized by the Marks and the registrations thereof identified above, effective as of August 31, 2020.

Foundation for Impact on Literacy and Learning, Inc.

By: *Diane Barrett*  
Diane Barrett

Title: Executive Director

Date: *Ashley Butler*  
Ashley Butler

Title: Director