

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM616611

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Success Partners Holding Co.		12/17/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Success Enterprises, LLC		
Street Address:	5800 Democracy Drive		
City:	Plano		
State/Country:	TEXAS		
Postal Code:	75024		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 19			
Property Type	Number	Word Mark	
Registration Number:	3084777	BETTER LIFE MEDIA	
Registration Number:	3711312	JIM ROHN INTERNATIONAL	
Registration Number:	3809037	JIM ROHN INTERNATIONAL	
Registration Number:	3711313	JIM ROHN INTERNATIONAL	
Registration Number:	5434092	PYRAMID OF SUCCESS	
Registration Number:	3472209	SUCCESS	
Registration Number:	5177185	SUCCESS ACADEMY	
Registration Number:	5346720	SUCCESS ACADEMY	
Registration Number:	3814950	SUCCESS MEDIA	
Registration Number:	4748374	SUCCESS ONLINE	
Registration Number:	4795412	SUCCESS PARTNERS	
Registration Number:	4434002	SUCCESS PARTNERS	
Registration Number:	4527074	SUCCESS PARTNERS	
Registration Number:	4765570	SUCCESS PARTNERS	
Registration Number:	4765571	SUCCESS PARTNERS	
Registration Number:	4769884	SUCCESS PARTNERS	
Registration Number:	1334275	SUCCESS!	
Registration Number:	5330499	YOU ECONOMY	
Registration Number:	6053559	YOU ECONOMY	

OP \$490.00 3084777

CORRESPONDENCE DATA**Fax Number:** 2142105941

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.

Phone: 214-210-5940**Email:** trademarks@grspc.com**Correspondent Name:** Schultz & Associates, P.C.**Address Line 1:** 5400 LBJ Freeway**Address Line 2:** Suite 1200**Address Line 4:** Dallas, TEXAS 75240

ATTORNEY DOCKET NUMBER:	69213.0101
NAME OF SUBMITTER:	George R. Schultz
SIGNATURE:	/george r. schultz/
DATE SIGNED:	12/24/2020

Total Attachments: 13

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TRADEMARK ASSIGNMENT

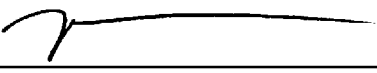
WHEREAS, SUCCESS PARTNERS HOLDING CO., is a Delaware Corporation, having its principal place of business at 5800 Democracy Drive, Plano, Texas 75024 (“Assignor”), is the owner of all right, title and interest in the trademarks and trademark registrations listed in Attachment 1 hereto;

WHEREAS, SUCCESS ENTERPRISES, LLC, is a Delaware Limited Liability Company, having its principal place of business at 5800 Democracy Drive, Plano, Texas 75024 (“Assignee”), desires to acquire the trademarks and trademark registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns unto Assignee the full world-wide right, title and interest in and to the trademarks and trademark registrations together with the goodwill symbolized by the said trademarks and trademark registrations.

IN TESTIMONY WHEREOF, SUCCESS PARTNERS HOLDING CO. has caused this instrument to be signed by its duly authorized representative, and attested to this 17th day of December 2020.

SUCCESS PARTNERS HOLDING CO.

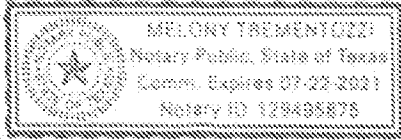
By:  _____

Stuart P. Johnson, CEO & Director

State of Texas §

County of Collin §

Before me personally appeared Stuart Johnson and acknowledged the foregoing instrument to be his free act and deed this 17 day of December, 2020.



Melony Tremontozzi
Typed or Printed Name of Notary
Melony Tremontozzi

ATTACHMENT 1

TRADEMARK	SERIAL / REG. NO.	COUNTRY	GOODS
SUCCESS	1580682 / 1580682	AU	<p>9 – Magazines downloaded via the Internet; downloadable software applications (apps) specifically for magazines including those relating to business, management, finance, marketing, professional development, personal development</p> <p>16 - Magazines, journals; all of the foregoing including those relating to business, management, finance, marketing, professional development, personal development</p>
SUCCESS	012503744 / 012503744	EU-CTM	<p>9 – Magazines downloaded via the Internet; computer software, DVDs, compact discs, data storage media, chips, cards, all of the foregoing including those containing data, text, audio and/or video relating to business, management, finance, marketing, professional development, personal development; downloadable software applications (apps) including those relating to business, management, finance, marketing, professional development, personal development</p> <p>16 - Printed matter; publications; magazines, journals, newspapers; all of the foregoing including those relating to business, management, finance, marketing, professional development, personal development</p>
SUCCESS	2013-082338 / 5755729	JP	<p>9 – Magazines downloaded via the Internet; computer software; downloadable software applications (apps); downloadable software applications (apps) including those</p>

			<p>relating to business, management, finance, marketing, professional development, personal development; prerecorded and blank DVDs, compact discs, data storage media, chips, cards; DVDs, compact discs, data storage media, chips, cards containing data, text, audio and /or video relating to business, management, finance, marketing, professional development, personal development</p> <p>41 - Education and training services; providing information in relation to education and training services; education and training services in relation to business, management, personal and professional development; advisory and consultancy services in relation to education and training services; publishing services; providing information in relation to publishing services; publishing services in relation to business, management, personal and professional development; advisory and consultancy services in relation</p>
SUCCESS	2014000961 / 2014000961	MY	<p>16 - Printed matter; publications; magazines, journals, newspapers; all of the foregoing including those relating to business, management, finance, marketing, professional development, personal development</p>
SUCCESS	2014000962 / 2014000962	MY	<p>9 - Magazines downloaded via the Internet; computer software, DVDs, compact discs, data storage media, chips, cards, all of the foregoing including those containing data, text, audio and/or video relating to business, management, finance, marketing, professional development, personal development; downloadable software applications (apps) including those relating to business,</p>

			management, finance, marketing, professional development, personal development
SUCCESS	2014000963 / 2014000963	MY	41 - Education and training services; publishing services; arranging and conducting seminars, conferences, meetings and other events; providing information in relation to all of the foregoing; all of the foregoing including those in relation to business, management, personal and professional development; advisory, support and consultancy services in relation to all of the aforementioned
SUCCESS	084014083 / 00732658	TW	16 - Magazines
BETTER LIFE MEDIA	78/524,701 / 3,084,777	US	9 - Pre-recorded DVDs, video tapes, video cassettes, video disks, laser disks, and CDs featuring presentations in the field of life improvement
JIM ROHN INTERNATIONAL	77/624,046 / 3,711,312	US	16 - Printed publications, namely, newsletters, magazines and books in the fields of personal and professional development
JIM ROHN INTERNATIONAL	77/624,049 / 3,809,037	US	35 - Online retail store services featuring printed publications and audio visual equipment in the fields of personal and professional development
JIM ROHN INTERNATIONAL	77/624,052 / 3,711,313	US	9 - Audio visual equipment, namely, CDs and DVDs in the fields of personal and professional development
PYRAMID OF SUCCESS	87/100,546 / 5,434,092	US	9 - Downloadable software applications, namely, testing and training modules in the field of personal and professional development
SUCCESS	78/333,143 / 3,472,209	US	9 - Prerecorded audio tapes, videotapes, and CD ROMs in the fields of professional, personal and financial achievement, and entrepreneurial management, excluding calendars; computer software tutorials for use in the fields

			<p>of professional, personal and financial achievement, and entrepreneurial management, excluding calendars</p> <p>16 - Magazine pertaining to the fields of professional, personal and financial achievement, and entrepreneurial management</p> <p>41 - Conducting educational seminars in the fields of professional, personal and financial achievement, and entrepreneurial management</p>
SUCCESS ACADEMY	86/703,823 / 5,177,185	US	38 - Streaming of audio and video material on the Internet featuring information in the fields of personal motivation, self-improvement, relationships and wellbeing
SUCCESS ACADEMY	86/704,372 / 5,346,720	US	41 - Conducting educational talks in the fields of personal motivation, self-improvement, relationships and wellbeing
SUCCESS MEDIA	77/289,101 / 3,814,950	US	9 - Audio visual equipment, namely, CDs, video tapes and DVDs in the fields of personal and professional development
SUCCESS ONLINE	85/817,233 / 4,748,374	US	35 - Online retail store services featuring books, magazines, dvds, written articles, audio recordings, streaming audio and video, containing various types of information in the fields of professional, personal and financial achievement, and entrepreneurial management and/or in connection with subscription services
SUCCESS PARTNERS	85/298,848 / 4,795,412	US	<p>9 - Marketing tools, namely, DVDs in the field of direct marketing</p> <p>38 - Streaming of audio and video material on the Internet for the direct marketing industry</p>
SUCCESS PARTNERS	85/980,069 / 4,434,002	US	35 - Advice in the field of business management and marketing; arranging and conducting marketing

			promotional events for others; business consultation and management regarding marketing activities and launching of new products; business marketing consulting services; business marketing services
SUCCESS PARTNERS	85/981,235 / 4,527,074	US	16 - Marketing tools, namely, brochures, books, flyers, magazines and newspapers in the field of direct marketing
SUCCESS PARTNERS	86/239,167 / 4,765,570	US	35 - Order fulfillment services for others, namely, sourcing and distribution of books, magazines, pamphlets, photographs, manuals, cards, brochures, training materials, kits, decals, flyers, plaques, certificates, pins, pens, jewelry, clothing, flashlights, cups, glasses, beverage insulators, key chains and hats in the fields of entrepreneurship and personal development; advertising and marketing services, namely, creation of style guides, logos, websites, marketing brochures and recruiting brochures in the fields of entrepreneurship and personal development
SUCCESS PARTNERS	86/239,175 / 4,765,571	US	41 - Electronic publishing services, namely, production and publication of text, graphic, motion picture and video works in printed and electronic form in the fields of entrepreneurship and personal development; music composition services for others, namely, composition of music to be used in films and videos in the fields of entrepreneurship and personal development; movie and video production and direction services for others, namely, creating movies and video images, scripting, storyboarding, casting, location scouting, management, production, direction and editing in the fields of

			entrepreneurship and personal development; photography services, namely, photographic composition, taking of photographs, and digital imaging services for others in the fields of entrepreneurship and personal development; custom writing services, namely, writing books, magazines, motion picture and video scripts and audio scripts for others in the fields of entrepreneurship and personal development
SUCCESS PARTNERS	86/239,178 / 4,769,884	US	39 - Packaging video and audio media, manuals and kits to the order and specifications of others
Success!	73/502,862 / 1,334,275	US	16 - General interest magazines
YOUECONOMY	86/942,778 / 5,330,499	US	16 - Printed materials, namely, books, workbooks and magazines in the field of personal and professional development
YOUECONOMY	86/942,786 / 6,053,559	US	9 - Downloadable e-books in the fields of personal and professional development 41 - Providing on-line publications in the nature of e-books in the fields of personal and professional development; providing a website featuring non-downloadable videos and audio files in the fields of personal and professional development
SUCCESS PARTNERS	1640444 / 1640444	AU	9 - Marketing tools, namely, DVDs in the field of marketing, direct marketing; downloadable podcasts relating to marketing, direct marketing; downloadable software applications (apps), downloadable webcasts, electronic publications (downloadable) all relating to marketing, direct marketing 16 - Marketing tools, namely, printed

			<p>matter, publications, brochures, books, flyers, magazines and newspapers in the fields of marketing, direct marketing</p> <p>38 - Streaming of audio and video material on the Internet for the direct marketing industry; transmission of information on marketing, direct marketing, including online and over a global computer network</p> <p>41 - Electronic publishing services, including publication of text, graphic, motion picture and video works in printed and electronic form in the fields of entrepreneurship and personal development; music composition services for others, including composition of music to be used in films and videos in the fields of entrepreneurship and personal development; movie and video production and direction services for others, including creating movies and video images, scripting, storyboarding, casting, location scouting, management, production, direction and editing in the fields of entrepreneurship and personal development; photography services, including photographic composition, taking of photographs, and digital imaging services for others in the fields of entrepreneurship and personal development; custom writing services, including writing books, magazines, motion picture and video scripts and audio scripts for others in the fields of entrepreneurship and personal development</p>
SUCCESS PARTNERS	1689348 / TMA936,692	CA	<p>9 - Marketing tools, namely, DVDs in the field of direct marketing</p> <p>16 - Marketing tools, namely,</p>

			<p>brochures, books, flyers, magazines and newspapers in the field of direct marketing</p> <p>38 - Streaming of audio and video material on the Internet for the direct marketing industry</p> <p>41 – Electronic publishing services, namely, production and publication of text, graphic, motion picture and video works in printed and electronic form in the fields of entrepreneurship and personal development; music composition services for others, namely, composition of music to be used in films and videos in the fields of entrepreneurship and personal development; movie and video production and direction services for others, namely, creating movies and video images, scripting, storyboarding, casting, location scouting, management, production, direction and editing in the fields of entrepreneurship and personal development; photography services, namely, photographic composition, taking of photographs, and digital imaging services for others in the fields of entrepreneurship and personal development; custom writing services, namely, writing books, magazines, motion picture and video scripts and audio scripts for others in the fields of entrepreneurship and personal development</p>
SUCCESS FROM HOME	005999891 / 005999891	EU-CTM	<p>9 – Downloadable electronic publications</p> <p>16 - Printed matter; printed publications; magazines in the field of direct sales and marketing</p>

			35 - Provision of information relating to direct sales and marketing
SUCCESS PARTNERS	013168778 / 013168778	EU-CTM	<p>9 - Marketing tools, namely, DVDs in the field of direct marketing</p> <p>16 - Marketing tools, namely, brochures, books, flyers, magazines and newspapers in the field of direct marketing</p> <p>38 - Streaming of audio and video material on the Internet for the direct marketing industry</p> <p>40 - Photography services, namely, digital imaging services for others in the fields of entrepreneurship and personal development</p> <p>41 - Electronic publishing services, namely, production and publication of text, graphic, motion picture and video works in printed and electronic form in the fields of entrepreneurship and personal development; music composition services for others, namely, composition of music to be used in films and videos in the fields of entrepreneurship and personal development; movie and video production and direction services for others, namely, creating movies and video images, scripting, storyboarding, casting, location scouting, management, production, direction and editing in the fields of entrepreneurship and personal development; photography services, namely, photographic composition, taking of photographs, and digital imaging services for others in the fields of entrepreneurship and personal development; custom writing services, namely, writing books, magazines, motion picture and video scripts and audio scripts for</p>

			others in the fields of entrepreneurship and personal development
SUCCESS PARTNERS	303103938 / 303103938	HK	<p>9 - Marketing tools, namely, DVDs in the field of direct marketing</p> <p>16 - Marketing tools, namely, brochures, books, flyers, magazines and newspapers in the field of direct marketing</p> <p>38 - Streaming of audio and video material on the Internet for the direct marketing industry</p> <p>41 - Electronic publishing services, namely, production and publication of text, graphic, motion picture and video works in printed and electronic form in the fields of entrepreneurship and personal development; music composition services for others, namely, composition of music to be used in films and videos in the fields of entrepreneurship and personal development; movie and video production and direction services for others, namely, creating movies and video images, scripting, storyboarding, casting, location scouting, management, production, direction and editing in the fields of entrepreneurship and personal development; photography services, namely, photographic composition, taking of photographs, and digital imaging services for others in the fields of entrepreneurship and personal development; custom writing services, namely, writing books, magazines, motion picture and video scripts and audio scripts for others in the fields of entrepreneurship and personal development</p>

<p>SUCCESS PARTNERS</p>	<p>45-2014-0006412 / 45-0060247</p>	<p>KR</p>	<p>9 - DVDs featuring images related to direct marketing (of non-music), DVDs featuring programs related to direct marketing</p> <p>16 - Marketing tools, namely, brochures, books, flyers, magazines and newspapers in the field of direct marketing</p> <p>38 - Streaming of audio and video material on the Internet for the direct marketing industry</p> <p>41 – Electronic publishing services (not downloadable); music composition services for others, namely, composition of music to be used in films and videos in the fields of entrepreneurship and personal development; movie and video production and direction services for others, namely, creating movies and video images, scripting, storyboarding, casting, location scouting, management, production, direction and editing in the fields of entrepreneurship and personal development; photography services, namely, photographic composition, taking of photographs, and digital imaging services for others in the fields of entrepreneurship and personal development; custom writing services, namely, writing books, magazines, motion picture and video scripts and audio scripts for others in the fields of entrepreneurship and personal development</p>
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