

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM623818

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	10/25/2016		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Business Planning Group Insurance Agency, Inc.	FORMERLY Business Planning Group Insurance Agency, Inc., The	01/29/2021	Corporation: UTAH
RECEIVING PARTY DATA			
Name:	HR Business Planning Group Administrators, Inc.		
Street Address:	8787 South Redwood Road 100		
City:	West Jordan		
State/Country:	UTAH		
Postal Code:	84088		
Entity Type:	Corporation: UTAH		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	86143694	EXECUTIVE WEALTH BUILDER	
Serial Number:	86133660	UNDERSTANDING WEALTH	
Serial Number:	86468126	FINAL GIFT	
Serial Number:	85970727	HEALTHCARE WEALTH ADVISORS	
CORRESPONDENCE DATA			
Fax Number:	8015660750		
<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:	801-566-6633		
Email:	docket@tnw.com		
Correspondent Name:	Peter M. de Jonge		
Address Line 1:	8180 South 700 East, Suite 350		
Address Line 4:	Sandy, UTAH 84070		
NAME OF SUBMITTER:	Peter M. de Jonge		
SIGNATURE:	/petermdejonge/		
DATE SIGNED:	02/02/2021		
Total Attachments: 1			

OP \$115.00 86143694

NUNC PRO TUNC TRADEMARK ASSIGNMENT

WHEREAS, **The Business Planning Group Insurance Agency, Inc.** (aka Business Planning Group Insurance Agency, Inc., The) ("ASSIGNOR"), a Utah corporation, having a principal business office at 1325 West South Jordan Parkway, Ste. 101, South Jordan, Utah 84095, is the owner of all right, title, and interest in and to the trademarks referenced in Table A (the "Marks") which are registered with the U.S. Patent and Trademark Office (the "registrations"):

Table A				
Matter ID	Trademark	App. No.	Reg. No.	Reg. Date
4047-32459.TM	EXECUTIVE WEALTH BUILDER	86/143,694	4,956,309	5/10/2016
4047-32460.TM	UNDERSTANDING WEALTH	86/133,660	4,889,995	1/19/2016
4047-32463.TM	FINAL GIFT	86/468,126	4,961,094	5/17/2016
4047-32465.TM	HEALTHCARE WEALTH ADVISORS	85/970,727	4,705,446	3/17/2015

; and

WHEREAS, **HR Business Planning Group Administrators, Inc.** ("ASSIGNEE"), a Utah corporation, having a principal business office at 8787 South Redwood Road 100, West Jordan, Utah 84088, is desirous of acquiring all right, title and interest in and to the Marks held by ASSIGNOR, and the above-identified registrations:

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the ASSIGNOR by the ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE any and all right, title and interest which it may hold in and to the Marks, the above-identified registrations, and any registrations issuing therefrom, together with the goodwill of the business symbolized by and associated with the Marks.

The ASSIGNOR hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all certificates of registration of the Marks to the ASSIGNEE as the owner of the entire interests of said Marks, for the sole use and benefit of the said ASSIGNEE, its successors, assigns and legal representatives.

This Assignment and Agreement shall be binding upon any and all successors of the ASSIGNOR.

IN WITNESS WHEREOF, this Assignment has been executed by ASSIGNOR and is EFFECTIVE as of **October 25, 2016**.

The Business Planning Group Insurance Agency, Inc.

Signature: Edward Rieger
 Name: Edward RIEGER
 Title: OWNER/PRESIDENT
 Date: 1-29-21