

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM625605

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Helix Education Inc.		02/08/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Ruffalo Noel Levitz, LLC		
Street Address:	1025 Kirkwood Parkway SW		
City:	Cedar Rapids		
State/Country:	IOWA		
Postal Code:	52404		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	5418471	HELIX EDUCATION	
Registration Number:	5386852	H	
Registration Number:	4310520	HELIX	
Registration Number:	4310521	HELIX	
Registration Number:	2328242	DATAMARK	
CORRESPONDENCE DATA			
Fax Number:	5152833108		
<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:	515-645-5502		
Email:	ptomail@nyemaster.com		
Correspondent Name:	Wendy K. Marsh		
Address Line 1:	700 Walnut Street, Suite 1600		
Address Line 4:	Des Moines, IOWA 50309		
ATTORNEY DOCKET NUMBER:	3007159-2000		
NAME OF SUBMITTER:	Wendy K. Marsh		
SIGNATURE:	/Wendy K. Marsh/		
DATE SIGNED:	02/10/2021		
Total Attachments: 1			

OP \$140.00 5418471

TRADEMARK ASSIGNMENT

This Assignment Agreement is made by and between:

Helix Education Inc., a corporation organized and existing under the laws of Delaware, located at 175 South West Temple, Suite 700, Salt Lake City, Utah 84101 (the "Assignor");
AND

Ruffalo Noel Levitz, LLC, a limited liability company organized and existing under the laws of Delaware, located at 1025 Kirkwood Parkway SW, Cedar Rapids, Iowa 52404 (the "Assignee").

The Assignor and the Assignee are hereinafter referred to, individually, as "Party" and collectively, as "Parties".

WHEREAS, the Assignor is the proprietor and beneficial owner of the following federal trademark registrations ("Trademarks") in the United States ("Territory"):

<u>Trademark</u>	<u>Registration No.</u>
HELIX EDUCATION (wording)	5,418,471
H (design)	5,386,852
HELIX	4,310,520
HELIX	4,310,521
DATAMARK	2,328,242

WHEREAS, the Assignee desires to acquire from the Assignor the Trademark registrations in accordance with the terms and conditions of this Agreement.

NOW THEREFORE, the Parties hereto agree as follows:

For and in consideration of the sum of 1 US dollar (one US dollar only) paid by the Assignee to the Assignor (the receipt of which is hereby acknowledged), the Assignor does hereby assign to the Assignee all rights, title and interests derived from and in connection with the Trademarks in the Territory, including the goodwill associated with the Trademarks.

For and on behalf of the Assignor:

Signature:  _____

Position: Chief Financial Officer _____

Date: 2/8/2021 _____