

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM647616

<b>SUBMISSION TYPE:</b>	RESUBMISSION
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
<b>RESUBMIT DOCUMENT ID:</b>	900615387

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Harold Hewitt		04/15/2021	INDIVIDUAL:
Joe Farneti		04/15/2021	INDIVIDUAL:

## RECEIVING PARTY DATA

<b>Name:</b>	Save On Everything, LLC
<b>Street Address:</b>	1000 W. Maple, Suite 200
<b>City:</b>	Troy
<b>State/Country:</b>	MICHIGAN
<b>Postal Code:</b>	48084
<b>Entity Type:</b>	Limited Liability Company: DELAWARE

## PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
<b>Registration Number:</b>	5672697	TRADER MAGAZINE

## CORRESPONDENCE DATA

**Fax Number:** 2486415120  
*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:** 2486417000  
**Email:** ajh@usf-law.com  
**Correspondent Name:** Alexander J. Hishon  
**Address Line 1:** 5440 Corporate Drive, Suite 250  
**Address Line 4:** Troy, MICHIGAN 48098

<b>NAME OF SUBMITTER:</b>	Adam Frost
<b>SIGNATURE:</b>	/Adam Frost/
<b>DATE SIGNED:</b>	05/18/2021

## Total Attachments: 4

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ASSIGNMENT OF PERSONAL ASSETS

**THIS ASSIGNMENT OF PERSONAL ASSETS** (this "Assignment") is made as of the 15th day of April, 2021, by JOSEPH FARNETI, an Illinois resident ("Mr. Farneti"), to and for the benefit of SAVE ON EVERYTHING, LLC, a Delaware limited liability company ("Buyer").

**WHEREAS**, Mr. Farneti is the owner of the right, title and interest in and to (i) the trademark "Trader Magazine" that was registered with the United States Patent and Trademark Office at Registration No. 5,672,697 (the "Trademark"), (ii) goodwill with respect to the Trademark, the direct mail advertising and publication business (the "Business") of Preferred Business Publications, Inc. ("Seller") and the customers of Seller and (iii) his personal telephone number used in the operation of the Business (collectively, the "Purchased Personal Assets"); and

**WHEREAS**, pursuant to that certain Asset Purchase and Sale Agreement dated as of today's date between Seller, Buyer, Harold Hewitt and Mr. Farneti (the "Purchase Agreement") Mr. Farneti desires to assign to Buyer, and Buyer desires to obtain from Mr. Farneti, Mr. Farneti's interest in the Purchased Personal Assets.

**NOW, THEREFORE**, for the consideration provided by Buyer pursuant to the Purchase Agreement, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Mr. Farneti hereby agrees as follows:

1. **Assignment.** Mr. Farneti hereby sells, assigns, transfers and sets over to Buyer, free and clear of all Liens (as defined in the Purchase Agreement), all of Mr. Farneti's right, title and interest in and to the Purchased Personal Assets for Buyer's own use and enjoyment.

2. **Authorization.** To the extent applicable, Mr. Farneti authorizes and requests the Director of the U.S. Patent and Trademark Office and any other similar government authority to record Buyer as the assignee and owner of Seller's interest in the Trademark, and issue any and all registrations thereon to Buyer, as assignee of the entire right, title and interest in, to and under the same, for the sole use and enjoyment of Buyer and its successors, assigns or other legal representatives.

3. **Assistance.** Mr. Farneti shall provide to Buyer, its successors, assigns or other legal representatives, reasonable cooperation and assistance at Buyer's request and expense in connection with implementation of this Assignment.

4. **Governing Law.** The laws of the State of Michigan shall govern the validity, performance and enforcement of this Assignment.

5. Successors And Assigns. This Assignment shall be binding upon Mr. Farneti and his successors and assigns and shall inure to the benefit of Buyer and its successors and assigns.

Mr. Farneti has caused this Assignment to be duly executed as of the date first above written.

  
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JOSEPH FARNETI

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ASSIGNMENT OF PERSONAL ASSETS

THIS ASSIGNMENT OF PERSONAL ASSETS (this "Assignment") is made as of the 15th day of April, 2021, by HAROLD HEWITT, an Illinois resident ("Mr. Hewitt"), to and for the benefit of SAVE ON EVERYTHING, LLC, a Delaware limited liability company ("Buyer").

WHEREAS, Mr. Hewitt is the owner of the right, title and interest in and to (i) the trademark "Trader Magazine" that was registered with the United States Patent and Trademark Office at Registration No. 5,672,697 (the "Trademark"), (ii) goodwill with respect to the Trademark, the direct mail advertising and publication business (the "Business") of Preferred Business Publications, Inc. ("Seller") and the customers of Seller and (iii) his personal telephone number used in the operation of the Business (collectively, the "Purchased Personal Assets"); and

WHEREAS, pursuant to that certain Asset Purchase and Sale Agreement dated as of today's date between Seller, Buyer, Joseph Farneti and Mr. Hewitt (the "Purchase Agreement") Mr. Hewitt desires to assign to Buyer, and Buyer desires to obtain from Mr. Hewitt, Mr. Hewitt's interest in the Purchased Personal Assets.

NOW, THEREFORE, for the consideration provided by Buyer pursuant to the Purchase Agreement, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Mr. Hewitt hereby agrees as follows:

1. Assignment. Mr. Hewitt hereby sells, assigns, transfers and sets over to Buyer, free and clear of all Liens (as defined in the Purchase Agreement), all of Mr. Hewitt's right, title and interest in and to the Purchased Personal Assets for Buyer's own use and enjoyment.

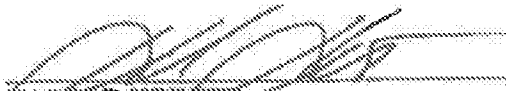
2. Authorization. To the extent applicable, Mr. Hewitt authorizes and requests the Director of the U.S. Patent and Trademark Office and any other similar government authority to record Buyer as the assignee and owner of Seller's interest in the Trademark, and issue any and all registrations thereon to Buyer, as assignee of the entire right, title and interest in, to and under the same, for the sole use and enjoyment of Buyer and its successors, assigns or other legal representatives.

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Mr. Hewitt has caused this Assignment to be duly executed as of the date first above written.

  
HAROLD HEWITT

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