

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM679369

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Integrity Bank & Trust		09/30/2021	Corporation: COLORADO
RECEIVING PARTY DATA			
Name:	Integrity Marketing Group, LLC		
Street Address:	1445 Ross Avenue, 22nd Fl.		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75202		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5007169	INTEGRITY ADVISOR SOLUTIONS	
CORRESPONDENCE DATA			
Fax Number:	2149993623		
<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:	214.999.4682		
Email:	ipdocketing@foley.com		
Correspondent Name:	Lisa R. Hemphill/Foley & Lardner LLP		
Address Line 1:	2021 McKinney Ave., Suite 1600		
Address Line 4:	Dallas, TEXAS 75201		
NAME OF SUBMITTER:	Lisa R. Hemphill		
SIGNATURE:	/Lisa R. Hemphill/		
DATE SIGNED:	10/06/2021		
Total Attachments: 1			
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OP \$40.00 5007169

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is entered into as of September 30, 2021 (the "Effective Date") by and between Integrity Bank & Trust, a Colorado Corporation ("Assignor"), in favor of Integrity Marketing Group, LLC, a Delaware, limited liability company, having an address of: 1445 Ross Avenue, 22nd Fl., Dallas, Texas 75202 ("Assignee"), with reference to the following facts and circumstances:

WHEREAS, Assignor owns all right, title and interest in and to the INTEGRITY ADVISOR SOLUTIONS trademark, together with all applications and registrations therefor, including, without limitation, U.S. Reg. No. 5007169 (the "Trademark");

WHEREAS, Assignee wishes to acquire any and all rights Assignor has in and to the Trademark, together with any goodwill of the business in connection with which the Trademark is used or may be used and which is symbolized by the Trademark, and all associated common law rights of such Assignor in the Trademark, and the above-identified registration.

WHEREAS, Assignor has agreed to assign to Assignee all of Assignor's right, title and interest in and to the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Assignment of Trademark. Assignor hereby unconditionally transfers, conveys, assigns and delivers to Assignee all of Assignor's right, title and interest in and to the Trademark, together with the goodwill of the business associated therewith and symbolized by the Trademark throughout the world and all common law and statutory right, title and interest in and to the Trademark, all rights of registration, maintenance, renewal and protection thereof, and all of Assignor's rights, claims, and causes of action against any third party for past, present, or future misappropriation or infringement of any rights in or associated with the Trademark, and the right, but not the obligation, to sue and recover damages and relief in Assignee's own name, to have and to hold the same for Assignee's own use and benefit and for the benefit of Assignee's successors, assigns, and legal representatives.

2. Assistance. Assignor agrees to execute and deliver, at the request of Assignee, all papers, instruments and assignments necessary, and to provide all assistance reasonably requested by Assignee in order to fully vest in Assignee all of Assignor's right, title, and interest in and to the Trademark and in the establishment, recordation and enforcement of Assignee's right title, and interest in and to the Trademark, and all associated common law rights and goodwill, and the above-identified registration.

IN WITNESS WHEREOF, Assignor has executed this Agreement as of the date first set forth above.

Integrity Bank & Trust

By: 

Printed Name: Eric Davis

Title: executive officer

Date: 9/30/21