

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM683799

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	02/01/2019		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Broad Reach Benefits, Inc.		10/22/2021	Corporation: NEW JERSEY
RECEIVING PARTY DATA			
Name:	HP Planning, LLC		
Street Address:	3 Parkway North, Suite 500		
City:	Deerfield		
State/Country:	ILLINOIS		
Postal Code:	60015		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3019500	BROAD REACH BENEFITS	
Registration Number:	5227917	REAL PEOPLE REAL RELATIONSHIPS UNREAL RE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	6172613115		
Email:	botrademarks@klgates.com		
Correspondent Name:	David J. Byer		
Address Line 1:	One Lincoln Street		
Address Line 4:	Boston, MASSACHUSETTS 02111		
NAME OF SUBMITTER:	David J. Byer		
SIGNATURE:	/David J. Byer/		
DATE SIGNED:	10/26/2021		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This *nunc pro tunc* Trademark Assignment ("Trademark Assignment") is effective as of February 1, 2019 (the "Effective Date").

WHEREAS, BROAD REACH BENEFITS, INC., a New Jersey corporation, (the "Assignor") desires to transfer to HP PLANNING, LLC, a Delaware limited liability company, with a principal business address of 3 Parkway North, Suite 500, Deerfield, IL 60015 ("the Assignee") all right, title and interest in and to the trademarks and registrations listed at Exhibit A (the "Trademarks") and all rights, including common law rights, associated therewith, together with the goodwill arising from use of and symbolized by said Trademarks in all countries of the world;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, the Assignor hereby assigns, transfers, sells, conveys and delivers to the Assignee and its successors, and assigns all right, title and interest in and to the Trademarks in the United States, including, without limitation, the goodwill of the business appurtenant thereto and which is symbolized thereby, that portion of the business to which the Trademark pertains, including the right to license the trademarks to others and the right to renew any registrations for the Trademarks, to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors and assignees, to be used as fully and entirely as said rights would have been held and enjoyed by Assignor had this assignment and sale not been made, *nunc pro tunc* to February 1, 2019.

Assignor authorizes Assignee to record and/or file this Trademark Assignment in the United States Patent and Trademark office and with any other government agency where it may be required.

This Trademark Assignment shall be governed by and construed in accordance with the laws of the United States of America, without regard to conflict of law principles.

ASSIGNOR: BROAD REACH BENEFITS, INC.

Date: DocuSigned by: 2021
By: Philip Cohen
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Name: Philip J. Cohen

Title: President and Chief Executive Officer

ASSIGNEE: HP PLANNING, LLC

Date: DocuSigned by: 2021
By: Gary Piantedosi
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Name: Gary Piantedosi

Title: Vice President

Exhibit A

Mark	Registration No.
BROAD REACH BENEFITS	3019500
REAL PEOPLE REAL RELATIONSHIPS UNREAL RESULTS	5227917