

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM686910

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Newpoint Franchisor, LLC		10/08/2021	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Purpose Publishing, L.L.C.		
<b>Street Address:</b>	11 NE 11th St.		
<b>Internal Address:</b>	Ste. 225		
<b>City:</b>	Oklahoma City		
<b>State/Country:</b>	OKLAHOMA		
<b>Postal Code:</b>	73104		
<b>Entity Type:</b>	Limited Liability Company: OKLAHOMA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4941271	LUXIERE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	4052356500		
<b>Email:</b>	bruce@resolutionlegal.com		
<b>Correspondent Name:</b>	Bruce LaBrie		
<b>Address Line 1:</b>	1214 N Hudson Ave		
<b>Address Line 4:</b>	Oklahoma City, OKLAHOMA 73103		
<b>NAME OF SUBMITTER:</b>	Bruce LaBrie		
<b>SIGNATURE:</b>	/Bruce LaBrie/		
<b>DATE SIGNED:</b>	11/09/2021		
<b>Total Attachments: 2</b>			
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source=TM Assignment Agreement - NewPoint Franchisor to Purpose Publishing final copy#page2.tif			

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## TRADEMARK ASSIGNMENT AGREEMENT

THIS Trademark Assignment Agreement (this "*Agreement*") is entered into this 8th day of October, 2021, by and between NEWPOINT FRANCHISOR, LLC, a Delaware limited liability company, hereinafter referred to as Assignor, (the "*Assignor*") and PURPOSE PUBLISHING, LLC, an Oklahoma limited liability company, hereinafter referred to as Company or Assignee (the "*Company*" or "*Assignee*").

WHEREAS, the Assignor is the owner of, and has rights in, certain Trademarks, as defined below;

WHEREAS, the Company desires to own, use, and otherwise have the rights in the Trademarks;

WHEREAS, Assignor and the Company have entered into that certain Confidential Release and Termination Agreement of even date herewith, in which Trademarks have been acquired by the Company;

WHEREAS, the parties desire to effectuate an efficient transfer and assignment of the Trademarks and acknowledge that their mutual good will and cooperation are essential to this end.

NOW THEREFORE, in good and valuable consideration of the mutual covenants and agreements herein contained, the parties now enter into the following agreement:

### **Section 1.      *Assignment of Trademarks.***

The Assignor hereby assigns and transfers to Assignee all of Assignor's right, title and ownership interests in U.S. Trademark Registration No. 4,941,271 for the Luxiere trademark and all common law rights therein (the "*Trademarks*"), including all goodwill related thereto, whether existing or future, free and clear of any and all liabilities, debts, mortgages, securities, or any other liens or encumbrances.

Assignor authorizes the United States Patent and Trademark Office, and any other trademark office worldwide in which trademark application(s) have or may have been filed, (i) to issue any trademark or trademarks resulting from the trademark application to Company all of the interest owned as reflected in the attached assignment and (ii) to transfer all rights in registered Trademarks to Company. The right, title, and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignor had this Agreement not been made in the Trademarks.

Nothing in this Agreement shall be construed as (i) a warranty or representation that anything made, used, sold or otherwise disposed of in connection with the Trademarks is or will be free from infringement of trademarks or other proprietary rights of third parties; or (ii) granting by implication, estoppel, or otherwise, any licenses or rights under any trademark of Assignor other than the Trademarks.


### **Section 2.      *Further Assurances.***

The Assignor agrees to execute any and all documents, and take such other actions as are reasonably requested by the Company, at the Company's expense, to evidence, perfect, and defend this Agreement, and to fully implement the Company's proprietary rights in the subject matter assigned hereunder.

IN WITNESS WHEREOF, the parties have executed, or caused this Agreement to be executed, as of the date set forth hereinabove.

**ASSIGNEE:**

**PURPOSE PUBLISHING, LLC**

By:   
STACY D. JOHNSON, President

**ACCEPTED AND AGREED:**

**ASSIGNOR:**

**NEWPOINT FRANCHISOR, LLC**

By:   
Tracie Pumphrey, Chief Financial Officer

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