

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM693016

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FutureCast, LLC		11/18/2021	Limited Liability Company: MISSOURI
RECEIVING PARTY DATA			
Name:	Barkley, Inc.		
Street Address:	1740 Main Street		
City:	Kansas City		
State/Country:	MISSOURI		
Postal Code:	64108		
Entity Type:	Corporation: MISSOURI		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	4780890	BRAND LOVE	
Registration Number:	4814756	CONTENT EXCELLENCE	
Registration Number:	4200342	MARKETING + MILLENNIALS	
Registration Number:	5922981	MARKETING TO GEN Z	
Registration Number:	4852941	MARKETING TO MILLENNIALS	
Registration Number:	4780891	MILLENNIAL MINDSET	
Registration Number:	5916069	OLD SOULS IN YOUNG BODIES	
Registration Number:	4764385	USEFUL IS THE NEW COOL	
Registration Number:	5783577	YOUTH MINDSET	
CORRESPONDENCE DATA			
Fax Number:	9134510875		
<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:	9134515100		
Email:	internalip@lathrogpm.com, amy.brozenic@lathrogpm.com, maggie.jiles@lathrogpm.com		
Correspondent Name:	Amy Brozenic		
Address Line 1:	10851 Mastin Boulevard		
Address Line 2:	Building 82, Suite 1000		
Address Line 4:	Overland Park, KANSAS 66210-1669		

CH \$240.00 4780890

ATTORNEY DOCKET NUMBER:	563482
NAME OF SUBMITTER:	Amy Brozenic
SIGNATURE:	/Amy Brozenic/
DATE SIGNED:	12/07/2021

Total Attachments: 3

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "**Assignment**") is made as of November 18, 2021, by and between FutureCast, LLC, a Missouri limited liability company, having an address of 1735 Baltimore Avenue, Suite B, Kansas City, MO 64108 ("**Assignor**"), and Barkley, Inc., a Missouri corporation, having an address of 1740 Main Street, Kansas City, MO 64108 ("**Assignee**").

WHEREAS, the Assignor is the owner of all rights, title, and interest in and to the trademarks identified in Schedule A (the "**Trademarks**"), attached hereto and made a part hereof; and

WHEREAS, Assignee desires to acquire from Assignor, and Assignor wishes to transfer to Assignee all right, title and interest in and to the Trademarks.

NOW, THEREFORE, for \$10.00 (ten dollars) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor and Assignee hereby agree as follows:

1. Assignment of Trademarks. Assignor hereby assigns, transfers, sells, and conveys to Assignee, free and clear of all liens and encumbrances, all right, title, and interest in and to, in all jurisdictions throughout the world, the Trademarks, and all state or U.S. federal trademark applications or registrations, if any, for the Trademarks, including, without limitation: (a) all goodwill associated with or symbolized by the Trademarks; (b) the right to sue or otherwise recover for any and all past, present and future infringements and misappropriations of the Trademarks; (d) all income, royalties, damages, and other payments now and hereafter due and payable with respect to the Trademarks; and (e) all other rights accruing from the Trademarks, together in each case with the goodwill of the business connected with the use of, and symbolized by, the Trademarks.
2. Successors and Assigns. This Assignment shall bind and inure to the benefit of the parties and their respective successors and assigns. Assignor represents and warrants to Assignee that it is the owner of all right and title to all of the foregoing and that no consent of or release from any third party is necessary for the assignment of the foregoing to Assignee.

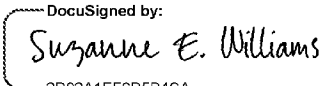
IN WITNESS WHEREOF, the parties have caused this Assignment to be executed by their duly authorized representatives effective as of the date first above written.

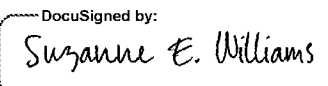
ASSIGNOR:

ASSIGNEE:

FutureCast, LLC

Barkley, Inc.

DocuSigned by:

 By: _____
 Suzanne E. Williams
 Chief Operating Officer

DocuSigned by:

 By: _____
 Suzanne E. Williams
 Chief Operating Officer

SCHEDULE A

Title/Mark	Reg. No	Reg. Date	Goods/Services
BRAND LOVE	4,780,890	07/28/2015	Class 035: Advertising, marketing and promotional services; brand concept and brand development services for corporate and individual clients; branding services, namely, consulting, development, management and marketing of brands for businesses; creative marketing design services
CONTENT EXCELLENCE	4,814,756	09/15/2015	Class 035: Advertising, marketing and promotional services; brand concept and brand development services for corporate and individual clients; branding services, namely, consulting, development, management and marketing of brands for businesses; creative marketing design services
MARKETING + MILLENNIALS	4,200,342	08/28/2012	Class 041: Educational services, namely, developing, arranging, and conducting educational conferences and programs in the field of advertising and marketing and distribution of educational materials in connection therewith
MARKETING TO GEN Z	5,922,981	11/26/2019	Class 035: Advertising and marketing brand concept services
MARKETING TO MILLENNIALS	4,852,941	11/10/2015	Class 035: Advertising, marketing and promotional services; brand concept and brand development services for corporate and individual clients; branding services, namely, consulting, development, management and marketing of brands for businesses; creative marketing design services

Title/Mark	Reg. No	Reg. Date	Goods/Services
MILLENNIAL MINDSET	4,780,891	07/28/2015	Class 035: Advertising, marketing and promotional services; brand concept and brand development services for corporate and individual clients; branding services, namely, consulting, development, management and marketing of brands for businesses; creative marketing design services
OLD SOULS IN YOUNG BODIES	5,916,069	11/19/2019	Class 035: Advertising and marketing brand concept services
USEFUL IS THE NEW COOL	4,764,385	06/30/2015	Class 035: Advertising, marketing and promotional services; brand concept and brand development services for corporate and individual clients; branding services, namely, consulting, development, management and marketing of brands for businesses; creative marketing design services
YOUTH MINDSET	5,783,577	06/18/2019	Class 035: Advertising and marketing brand concept services