

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM712852

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CARITE CORPORATE, LLC		08/02/2021	Limited Liability Company: MICHIGAN
RECEIVING PARTY DATA			
Name:	BRITE FINANCIAL SERVICES, LLC		
Street Address:	101 W. 14 Mile Rd., Suite 300		
City:	Madison Heights		
State/Country:	MICHIGAN		
Postal Code:	48071		
Entity Type:	Limited Liability Company: MICHIGAN		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4807240	BRITE	
Registration Number:	4807239	BRITE	
Registration Number:	4997299		
Registration Number:	5011744	BRITE FINANCIAL	
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:	616-336-1058		
Email:	cmitchell@dickinsonwright.com		
Correspondent Name:	Christopher A. Mitchell		
Address Line 1:	350 S. Main Street		
Address Line 2:	Suite 300		
Address Line 4:	Ann Arbor, MICHIGAN 48104		
ATTORNEY DOCKET NUMBER:	72364-25, 27		
NAME OF SUBMITTER:	CHRISTOPHER A. MITCHELL		
SIGNATURE:	/CHRISTOPHER A. MITCHELL/		
DATE SIGNED:	03/08/2022		
Total Attachments: 2			

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ASSIGNMENT AGREEMENT

THIS ASSIGNMENT AGREEMENT ("Agreement") is between CARITE CORPORATE, LLC, a Michigan liability company having a place of business at 101 W. 14 Mile Rd., Madison Heights, Michigan 48071 ("Assignor"), and BRITE FINANCIAL SERVICES, LLC, a Michigan limited liability company having a place of business at 101 W. 14 Mile Rd., Suite 300, Madison Heights, Michigan 48071 ("Assignee").

WHEREAS, ASSIGNOR is the owner of the trademarks of Exhibit A, and the US Trademark Registrations therefor (collectively referred to as "the Assigned Trademarks").

WHEREAS, ASSIGNEE has been using the Assigned Trademarks under license from ASSIGNOR and now desires to acquire all of ASSIGNOR'S right, title and interest in and to the Assigned Trademarks, together with the goodwill of the business symbolized by the Assigned Trademarks.

NOW, THEREFORE, in consideration of the foregoing premises, the sum of \$10.00, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells, transfers, conveys, assigns and delivers to ASSIGNEE, effective, *nunc pro tunc*, from January 1, 2021, the entirety of ASSIGNOR'S right, title and interest in and to the Assigned Trademarks, together with the goodwill of the business symbolized by the Assigned Trademarks, including the right to sue and recover damages and other remedies for any infringements, dilutions and/or other violations thereof, including past infringements, dilutions and/or other violations.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have executed this Trademark Assignment on the date set forth below.

CARITE CORPORATE, LLC

BRITE FINANCIAL SERVICES, LLC

Signed: *Darren E Howell*

Signed: *Darren E Howell*

Name: DARREN E HOWELL

Name: DARREN E HOWELL

Title: COMPLIANCE MANAGER

Title: COMPLIANCE MGR

Date: 8/2/2021

Date: 8/2/2021