

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM715575

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	07/01/2010		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
TR Moore & Company, PC		03/10/2022	Professional Corporation: TEXAS
RECEIVING PARTY DATA			
Name:	DM Companies, Inc.		
Street Address:	305 West Big Beaver Rd., Ste 200		
City:	Troy		
State/Country:	MICHIGAN		
Postal Code:	48084		
Entity Type:	Corporation: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4291817	CEO ADVANTAGE	
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:	3129855900		
Email:	tward@clarkhill.com		
Correspondent Name:	CLARK HILL PLC		
Address Line 1:	130 E. RANDOLPH ST.		
Address Line 2:	SUITE 3900		
Address Line 4:	CHICAGO, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	39749/439397		
NAME OF SUBMITTER:	Adam J. Fromm		
SIGNATURE:	/Adam J. Fromm/		
DATE SIGNED:	03/21/2022		
Total Attachments: 2			
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NUNC PRO TUNC ASSIGNMENT

WHEREAS, **TR Moore & Company, PC**, a professional corporation organized and existing under the laws of the State of Texas, having its principal place of business at **One Riverway, Ste 1200, Houston, Texas 77056** (hereinafter "ASSIGNOR"), is the owner of the United States Trademark Registration identified on Schedule A (hereinafter the "Trademark").

WHEREAS, **DM Companies, Inc.**, a corporation organized and existing under the laws of the State of Michigan, having its principal place of business at **305 West Big Beaver Rd., Ste 200, Troy, Michigan 48084** (hereinafter ASSIGNEE"), is desirous of acquiring the Trademark and all rights, priorities, and goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged by the parties, the ASSIGNOR does hereby assign unto the ASSIGNEE, ***nunc pro tunc as of July 1, 2010***, all rights, title, and interest in and to the Trademark in the United States, together with the goodwill of the business symbolized thereby, and all common law rights, the right to claim prior use of the Trademark by ASSIGNOR and all rights to damages or profits, due or accrued, arising out of past infringement of the Trademark or injury to the goodwill, and the right to sue for and recover for the same in the future against third parties. ASSIGNOR shall sign all papers and documents and otherwise do all acts reasonable, necessary, and desirable in connection therewith at the cost and expense of ASSIGNEE, its legal representatives, successors, and/or assigns. In addition, any continued use by ASSIGNOR of the Trademarks shall inure to the benefit of the ASSIGNEE.

TR Moore & Company, PC

By: *Christopher Thompson*

Name: Chris Thompson

Title: COO

Date: 3/10/2022

Schedule A

CH Ref. No.	Reg. No.	Mark
39749/439397	4291817	CEO ADVANTAGE

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RECORDED: 03/21/2022

**TRADEMARK
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