

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM733468

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|---|--|-----------------------|-------------------------------|
| SUBMISSION TYPE: | RESUBMISSION | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| RESUBMIT DOCUMENT ID: | 900684413 | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Heritage Alliance | | 12/03/2021 | Non-Profit Corporation: TEXAS |
| RECEIVING PARTY DATA | | | |
| Name: | AFA Action, Inc. | | |
| Street Address: | P.O. Drawer 3925 | | |
| City: | Tupelo | | |
| State/Country: | MISSISSIPPI | | |
| Postal Code: | 38803 | | |
| Entity Type: | Non-Profit Corporation: MISSISSIPPI | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 88348774 | IVOTERGUIDE | |
| Registration Number: | 4981328 | I VOTERGUIDE | |
| 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: | 5125826891 | | |
| Email: | jjones@dickinson-wright.com | | |
| Correspondent Name: | Joshua G. Jones | | |
| Address Line 1: | 607 W. 3rd Street Suite 2500 | | |
| Address Line 4: | Austin, TEXAS 78701 | | |
| ATTORNEY DOCKET NUMBER: | 101409-1 | | |
| NAME OF SUBMITTER: | Joshua G. Jones | | |
| SIGNATURE: | /JGJ/ | | |
| DATE SIGNED: | 06/09/2022 | | |
| Total Attachments: 1 | | | |
| source=Fully Executed iVoterGuide Intellectual Property Assignment Agreement#page1.tif | | | |

INTELLECTUAL PROPERTY ASSIGNMENT

THIS INTELLECTUAL PROPERTY ASSIGNMENT (this "Assignment") is entered into as of this 31st day of December, 2021 (the "Transfer Date"), by and between Heritage Alliance, a Texas non-profit corporation ("Assignor"), and AFA Action, Inc., a Mississippi non-profit corporation, and/or assigns ("Assignee").

WHEREAS, Assignor has agreed to sell and Assignee has agreed to purchase the assets, authorizations and goodwill of the iVoterGuide operation as reflected by Asset Purchase Agreement executed by both parties on December 3, 2021;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers, to Assignee all right, title and interest in and to all of Intellectual Property owned by Heritage Alliance concerning iVoterGuide, together with each and every "iVoterGuide" trademark ("Marks") as well as the goodwill of the business symbolized by the Marks, and the registrations thereof.

IN WITNESS WHEREOF; the parties hereto have executed and delivered this Assignment to be effective as of the Transfer Date.

ASSIGNOR:

Heritage Alliance
A Texas Non-Profit Corporation

By: R. A. Ford
Name: Richard Ford
Title: Chairman

ASSIGNEE:

AFA Action, Inc.,
A Mississippi Non-Profit Corporation

By: Walker Wildmon
Name: Walker Wildmon
Title: CEO