

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM738390

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Longnecker & Associates, Inc.		06/01/2022	Corporation: TEXAS
RECEIVING PARTY DATA			
Name:	NFP Corp.		
Street Address:	340 Madison Avenue, 20th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10173		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Registration Number:	4921572	LONGNECKER & ASSOCIATES	
Registration Number:	5049334	ALL IN	
Registration Number:	5598876	AMERICA'S TOP GUNS	
Registration Number:	6122676	GACP	
Registration Number:	6066150	GENERALLY ACCEPTED COMPENSATION PRINCIPL	
Registration Number:	4841349	L-BLAST	
Registration Number:	5464645	LONGNECKER	
Registration Number:	4850342	LONGNECKER & ASSOCIATES	
Registration Number:	6116667	LPIM	
Registration Number:	5033505	RELATIONAL CUSTOMIZATION	
Registration Number:	5505875	TEXAS TOP GUNS	
Registration Number:	5204749	TURNING CARROTS INTO KARATS	
Registration Number:	5696500	VALUE GENERATOR	
Registration Number:	5568608	VALUE MAINTAINER	
Registration Number:	3171841	WEAPONS OF MASS EXCESS	
Registration Number:	2933807	WME	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			
TRADEMARK			

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using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Email: dhorn@nfp.com
Correspondent Name: NFP Corp., ATTN; David Horn, Esq.
Address Line 1: 340 Madison Avenue, 20th Floor
Address Line 4: New York, NEW YORK 10173

NAME OF SUBMITTER:	David A. Horn
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SIGNATURE:	/David A. Horn/
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DATE SIGNED:	07/01/2022
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Total Attachments: 4

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ASSIGNMENT OF TRADEMARKS


WHEREAS, Longnecker & Associates, Inc., a corporation organized under and pursuant to the laws of Texas having its principal place of business at 11011 Jones Rd #200, Houston, TX 77070 (hereinafter referred to as Assignor), is the owner of record in the United States Patent and Trademark Office for the trademarks set for in the Schedule A; and

WHEREAS, NFP Corp., a corporation organized under and pursuant to the laws of Delaware having its principal place of business at 340 Madison Avenue, 20th Floor, New York, NY 10173 (hereinafter referred to as Assignee), desires to acquire the trademarks and the goodwill of the business associated with the trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign and transfer to the Assignee the entire right, title, and interest in and to the registrations for said trademarks and all of its right, title, and interest to said trademarks not presently registered set forth in *SCHEDULE A* hereof, together with the goodwill of the business symbolized by the trademarks and the registrations thereof, and all other rights which Assignor has enjoyed thereunder both in the United States and throughout all countries of the world, including any and all rights of recovery based on past infringement of said trademarks and/or registrations, the same to be held and enjoyed by the Assignee, its successors, and assigns forever and to the full end of the terms for which any of the aforesaid trademarks are registered and any renewals of the terms thereof;

AND FOR THE SAME CONSIDERATION, the Assignor also hereby covenants and agrees that, at the time of execution and delivery of these presents, the Assignor is the sole and lawful owner of the entire right, title, and interest in and to the said registrations and applications and believes it is the sole and lawful owner of the entire right, title, and interest to said trademarks and said goodwill associated therewith and that the same are unencumbered and that the Assignor has good and full right and lawful authority to sell and convey the same in the manner herein set forth;

AND FOR THE SAME CONSIDERATION, the Assignor hereby covenants and agrees that the Assignor will, whenever counsel of the Assignee or the counsel of its successors, legal representatives, and assigns shall advise that it is lawful and desirable, sign all papers and documents, deliver necessary documents including original registration certificates, if available, take all lawful oaths, execute separate confirmatory assignments, and do all acts reasonably necessary or desirable to be done for the procurement, maintenance, enforcement, and defense of said trademarks and registrations thereof without charge to the Assignee, its successors, legal representatives, and assigns, other than reasonable costs and expenses incurred by the Assignor or any of its employees, agents, and representatives in connection with the foregoing actions.

By: 
Longnecker & Associates, Inc.
Name: Veronica Moo
Title: Vice President

Date: June 1, 2022