

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM755895

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LIFT A LIFE FOUNDATION, INC.		09/01/2022	Corporation: KENTUCKY
RECEIVING PARTY DATA			
Name:	DAVID NOVAK LEADERSHIP, INC.		
Street Address:	6000 BROWNSBORO PARK BLVD		
Internal Address:	SUITE E		
City:	LOUISVILLE		
State/Country:	KENTUCKY		
Postal Code:	40207		
Entity Type:	Corporation: KENTUCKY		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	90019944	TAKING PEOPLE WITH YOU	
Registration Number:	6006109	LEAD4CHANGE	
Registration Number:	4542408	LEAD2FEED	
CORRESPONDENCE DATA			
Fax Number:	5025890309		
<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:	502.589.5235		
Email:	mwilliams@wyattfirm.com		
Correspondent Name:	Matthew A. Williams		
Address Line 1:	400 West Market St.		
Address Line 2:	Suite 2000		
Address Line 4:	Louisville, KENTUCKY 40202		
NAME OF SUBMITTER:	Matthew A. Williams		
SIGNATURE:	/Matthew A. Williams/		
DATE SIGNED:	09/16/2022		
Total Attachments: 2			
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OP \$90.00 90019944

TRADEMARK ASSIGNMENT AGREEMENT

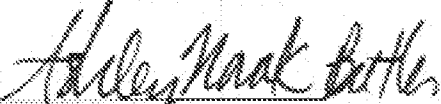
This TRADEMARK ASSIGNMENT AGREEMENT ("Agreement") is made by and between Lift A Life Foundation, Inc., a Kentucky corporation ("Assignor"), and David Novak Leadership, Inc., a Kentucky corporation ("Assignee").

WHEREAS, Assignor wishes to transfer to Assignee, and Assignee wishes to acquire from Assignor, all of Assignor's right, title, and interest in and to certain trademarks and service marks (the "Marks") listed on Schedule 1 and related rights, together with the goodwill connected with the use of and symbolized by the Marks and the transfer of Assignor's business, or that portion of the business to which the Marks pertains, and that business is ongoing and existing; and

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title and interest in and to the Mark together with the goodwill of the business connected with the use of and symbolized by the Mark and the registration thereof identified above, effective as of the 1st day of September 2022.


IN WITNESS WHEREOF, Assignor and Assignee have caused this Agreement to be executed as of the date first written above by their respective duly authorized officers.

Lift A Life Foundation, Inc.

By: 
Name: Ashley Novak Butler
Title: Executive Director

AGREED TO AND ACCEPTED:

David Novak Leadership, Inc.

By: 
Name: Tim Schurrer
Title: CEO

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SCHEDULE 1

The Marks

Mark	Ser. No.	Reg. No.
TAKING PEOPLE WITH YOU	90019944	Pending
LEAD4CHANGE	88516609	6006109
LEAD2FEED	86032445	4542408