

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM777792

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Amerifirst Financial Corporation		12/30/2022	Corporation: MICHIGAN
RECEIVING PARTY DATA			
Name:	Union Home Mortgage Corp.		
Street Address:	8241 Dow Circle W.		
City:	Strongsville		
State/Country:	OHIO		
Postal Code:	44136		
Entity Type:	Corporation: OHIO		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Registration Number:	6627647	TE ENTENDEMOS.	
Registration Number:	6370805	AMERIUNO	
Registration Number:	6121988	AMERIFIRST HOME MORTGAGE	
Registration Number:	5961606	CADILLAC MORTGAGE	
Registration Number:	5855986	LENDERLY	
Registration Number:	5744017	AMERIFIRST	
Registration Number:	5506497	TREADSTONE FUNDING	
Registration Number:	4370642	AMERIFIRST HOME MORTGAGE	
Registration Number:	4370641	AMERIFIRST	
Serial Number:	97590446	SELLERBOOST	
Serial Number:	97589061	BUYERBOOST	
Serial Number:	97136892	HOME OPPORTUNITY CENTER	
Serial Number:	90593922	FUTURELOCK	
CORRESPONDENCE DATA			
Fax Number:	2163634588		
<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:	2163634677		
Email:	dpoirier@beneschlaw.com		

OP \$340.00 6627647

Correspondent Name: DUNCAN POIRIER
Address Line 1: 200 PUBLIC SQUARE
Address Line 2: SUITE 2300
Address Line 4: CLEVELAND, OHIO 44114

ATTORNEY DOCKET NUMBER: 74082-1

NAME OF SUBMITTER: Duncan Poirier

SIGNATURE: /Duncan Poirier/

DATE SIGNED: 01/03/2023

Total Attachments: 4

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this “**Trademark Assignment**”), dated December 30, 2022, is entered into by and between Amerifirst Financial Corporation, a Michigan corporation with an address of 950 Trade Centre, Suite 400 Way Kalamazoo MI 49002 (the “**Assignor**”), and Union Home Mortgage Corp., an Ohio corporation with an address of 8241 Dow Circle W. Strongsville OH 44136 (the “**Assignee**”).

RECITALS

WHEREAS, the Assignor is the owner of all right, title, and interest in the trademarks set forth in the attached Schedule A (the “**Purchased Marks**”);

WHEREAS, the Assignee wishes to acquire from the Assignor, and the Assignor wishes to transfer to the Assignee, all of the Assignor’s right, title, and interest in and to the Purchased Marks;

WHEREAS, the Assignor and the Assignee have entered into an Asset Purchase Agreement (the “**Asset Purchase Agreement**”), pursuant to which the Assignee is acquiring various assets of Assignor, including the Purchased Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which the parties hereby acknowledge, the parties, intending to be legally bound, hereto agree as follows:

The Assignor hereby assigns, transfers, and conveys to the Assignee the Assignor’s entire and undivided right, title and interest, whether now existing or hereafter acquired, in and to the Purchased Marks, together with all the associated goodwill of its business symbolized by the Purchased Marks, and all applications and registrations of the Purchased Marks, as well as all rights to injunctive relief, damages and profits, due or accrued, arising out of all causes of action, past, present and future, pertaining to the Purchased Marks, including infringement of the Purchased Marks, or other violations, or injury to the said goodwill, and the right to sue, either at law or in equity, and recover the same in the Assignee’s own name.

The Assignor agrees to do all acts and take such further action, including the execution and acknowledgment of such additional documents as the Assignee may reasonably request, to carry out and fulfill the purposes and intent of this Trademark Assignment.

The Assignor hereby authorizes the Assignee to record this Trademark Assignment with the United States Patent and Trademark Office to transfer all registrations and applications for the Purchased Marks including the associated goodwill into the name of Assignee.

Nothing in this Trademark Agreement, express or implied, is intended to or shall be construed to supersede, modify, replace, amend, rescind, waive, expand or limit in any way the rights of the parties under, and the terms of, the Asset Purchase Agreement.


This Trademark Assignment shall be binding upon and inure to the benefit of the parties hereto, and their permitted successors in interest and assigns.

This Trademark Assignment may be executed in counterparts, each of which shall be deemed to be an original, and all of which together shall constitute one and the same instrument.

The "Recitals" as set forth above and the attached Schedule A are incorporated herein by reference into the terms of this Trademark Assignment.

IN WITNESS WHEREOF, the Assignor and the Assignee have caused this Trademark Assignment to be duly executed as of the date first above written.

ASSIGNOR:
Amerifirst Financial Corporation

By: 
Name: Mark Jones
Title: CEO/Co-Founder

ASSIGNEE:
Union Home Mortgage Corp.

By: 
Name: Cody E. Nett
Title: General Counsel

[Trademark Assignment]

**Schedule A
Purchased Marks**

Common Law Trademarks

BUT LOAN

Pending and Registered Trademarks

<i>Mark</i>	<i>Serial No.</i>	<i>Filed</i>	<i>Reg. No.</i>	<i>Reg. Date</i>
SELLERBOOST	97590446	9/14/22		
BUYERBOOST	97589061	9/13/22		
HOME OPPORTUNITY CENTER	97136892	11/22/21		
FUTURELOCK	90593922	3/22/21		
TE ENTENDEMOS.	90562590	3/5/21	6627647	1/25/22
AMERIUNO	90197186	9/21/20	6370805	6/1/21
AMERIFIRST HOME MORTGAGE	88481200	6/20/19	6121988	8/11/20
CADILLAC MORTGAGE	88550781	7/30/19	5961606	1/14/20
LENDERLY	88288370	2/4/19	5855986	9/10/19
AMERIFIRST & Design	88081413	8/16/18	5744017	5/7/19
TREADSTONE FUNDING	87565415	8/11/17	5506497	7/3/18
AMERIFIRST HOME MORTGAGE	85389189	8/4/11	4370642	7/23/13
AMERIFIRST	85389135	8/4/11	4370641	7/23/13






Trademark Assignment - UHM and Amerifirst Financial

Final Audit Report

2022-12-30

Created:	2022-12-30
By:	Maria Schneider (marias@amerifirst.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAAPQ-0PZIFoeqmk3IE4gNYjh_ZDhX8KC5

"Trademark Assignment - UHM and Amerifirst Financial" History

-  Document created by Maria Schneider (marias@amerifirst.com)
2022-12-30 - 4:11:26 PM GMT- IP address: 52.141.169.43
-  Document emailed to Mark Jones (mjones@amerifirst.com) for signature
2022-12-30 - 4:12:14 PM GMT
-  Email viewed by Mark Jones (mjones@amerifirst.com)
2022-12-30 - 4:14:08 PM GMT- IP address: 85.237.194.58
-  Document e-signed by Mark Jones (mjones@amerifirst.com)
Signature Date: 2022-12-30 - 4:15:52 PM GMT - Time Source: server- IP address: 85.237.194.51
-  Agreement completed.
2022-12-30 - 4:15:52 PM GMT