

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM778006

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The New Regime Corp.		12/31/2022	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Parable Group, Inc.		
<b>Street Address:</b>	102 Cross Street, Suite 201		
<b>City:</b>	San Luis Obispo		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	93401		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4734829	ECHO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	805-543-0855		
<b>Email:</b>	mary@maryharrislaw.com		
<b>Correspondent Name:</b>	Mary A. Harris		
<b>Address Line 1:</b>	960 Toro Street		
<b>Address Line 4:</b>	San Luis Obispo, CALIFORNIA 93401		
<b>NAME OF SUBMITTER:</b>	Mary A. Harris		
<b>SIGNATURE:</b>	/Mary A. Harris/		
<b>DATE SIGNED:</b>	01/03/2023		
<b>Total Attachments: 2</b>			
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OP \$40.00 4734829

**ASSIGNMENT OF TRADEMARK**

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, The New Regime Corp., a California corporation located at 2995 Bryn Wood Dr., Fitchburg, WI 53711 (“**Seller**”), hereby sells, assigns, transfers, and conveys to The Parable Group, Inc., a California corporation located at 102 Cross Street, Suite 201, San Luis Obispo, CA 93401 (“**Buyer**”), pursuant to the Asset Purchase Agreement dated as of December 31, 2022, by and between Seller and Buyer, all of Seller’s right, title, and interest in and to the trademark set forth on Schedule 1 attached hereto and incorporated by this reference herein, together with the goodwill associated therewith and symbolized thereby, and all claims and causes of action with respect to any of the foregoing, including without limitation all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement or other violation, and all other rights, privileges, and protections of any kind whatsoever of Seller accruing under any of the foregoing provided by any applicable law, treaty, or other international convention.

Seller hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office to record and register this Assignment of Trademark upon request by Buyer.

IN WITNESS WHEREOF, the undersigned has caused this Assignment of Trademark to be executed on this December 31, 2022 by its duly authorized officer.

The New Regime Corp.

By: Benjamin Rugg  
Name: Benjamin Rugg  
Title: President

AGREED TO AND ACCEPTED:

The Parable Group, Inc.

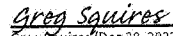
Greg Squires  
Name: Greg J. Squires  
Title: Chief Executive Officer

**Schedule 1**  
**Assigned Mark**  
**Trademark Registrations**

Mark	Mark Information	Jurisdiction	Registration Number	Registration Date	Description of Goods/Services
ECHO	4 – STANDARD CHARACTER MARK  The mark consists of standard characters without claim to any particular font style, size, or color	U.S. Federal	4734829	May 12, 2015	Class 009: Computer application software for mobile phones, tablets, portable, handheld, digital and touchscreen devices, namely, software for use in the field of faith based prayer  Class 042: Providing a website allowing users to save and review faith based prayers

4893-2192-2887, v. 1

**Signature:**   
Benjamin Rugg (Dec 28, 2022 20:39 CST)  
**Email:** benrugg@gmail.com

**Signature:**   
Greg Squires (Dec 28, 2022 14:14 PST)  
**Email:** greg.squires@parablegroup.com