

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM797036

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	11/10/2022

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Paradigm Learning, Inc.		03/22/2023	Corporation: FLORIDA

RECEIVING PARTY DATA

Name:	Partners in Leadership, LLC
Doing Business As:	DBA Culture Partners
Street Address:	27555 Ynez Road
Internal Address:	Suite 300
City:	Temecula
State/Country:	CALIFORNIA
Postal Code:	92591
Entity Type:	Limited Liability Company: CALIFORNIA

PROPERTY NUMBERS Total: 14

Property Type	Number	Word Mark
Registration Number:	2279204	COUNTDOWN
Registration Number:	3457354	DISCOVERY MAP
Registration Number:	2114267	DISCOVERY MAPS
Registration Number:	2917404	IMPACT5 THE BUSINESS OF LEADERSHIP GAME
Registration Number:	3370900	MOSAIC: THE ART OF TALENT LEADERSHIP
Registration Number:	1721183	NEON BUZZ
Registration Number:	1997808	PARADIGM LEARNING
Registration Number:	3102155	RIGHT TURNS: CHANGE IN ACTION
Registration Number:	2763531	ZODIAK
Registration Number:	4686588	ZODIAK
Registration Number:	4156516	Z
Registration Number:	5299292	ZPLUS ONLINE
Registration Number:	5299293	ZPLUS ONLINE
Registration Number:	6598895	ZODIAK PRO

CORRESPONDENCE DATA

TRADEMARK

Fax Number: 9497609502

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.

Phone: 9497600404

Email: efilings@knobbe.com

Correspondent Name: Joseph A.R. Gerber

Address Line 1: Knobbe, Martens, Olson & Bear, LLP

Address Line 2: 2040 Main Street, 14th Floor

Address Line 4: Irvine, CALIFORNIA 92614

NAME OF SUBMITTER:	Joseph A. R. Gerber
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SIGNATURE:	/jarg/
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DATE SIGNED:	03/23/2023
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Total Attachments: 8

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CONFIRMATORY INTELLECTUAL PROPERTY ASSIGNMENT

THIS CONFIRMATORY INTELLECTUAL PROPERTY ASSIGNMENT ("ASSIGNMENT") is effective as of November 10, 2022 (the "Effective Date") by and between Paradigm Learning, Inc., a Florida corporation with a business address of 100 Second Avenue South, Suite 1201, St. Petersburg, Florida, 33701 ("Assignor"), and Partners in Leadership, LLC d/b/a Culture Partners, a California limited liability company with a business address of 27555 Ynez Road, Suite 300, Temecula, California, 92591 ("Assignee").

WHEREAS, Assignor assigned any and all intellectual property rights, including the trademarks, service marks, logos, designs, copyrights, and the related goodwill, listed in and pursuant to Disclosure Schedule 3.15(a) of the Asset Purchase Agreement between Assignor and Assignee dated November 10, 2022 (the "Company Intellectual Property"), including all applications and registrations for the Company Intellectual Property (the "Company IP Registrations"), as detailed in Exhibit A, as of the Effective Date.

WHEREAS, Assignee, by the Asset Purchase Agreement between Assignor and Assignee dated November 10, 2022, acquired any and all rights, title, and interest and goodwill in the Company Intellectual Property and the Company IP Registrations as of the Effective Date;

NOW, THEREFORE, for good and adequate consideration, the prior receipt and sufficiency of which is hereby acknowledged, Assignor hereby confirms the transfer to Assignee of all rights, title, and interest Assignor may possess in and to the Company Intellectual Property and the Company IP Registrations, together with any and all goodwill, to Assignee as of the Effective Date.

Paradigm Learning, Inc.

By: 

Printed Name: Robb Gomez

Date: 03/22/2023

EXHIBIT A

Section 3.15(a)

Company IP Registrations

Copyrights

Title	Registration Number	Owner
Zodiak: the game of business finance and strategy	TX0005665776	Paradigm Learning, Inc.
Countdown: a strategy game for project teams	TX0005057271	Paradigm Learning, Inc.
Countdown: a facilitator guide	TX0005026523	Paradigm Learning, Inc.
Countdown: project book	TX0005026524	Paradigm Learning, Inc.
Neon Buzz employee handbook	TX0004744354	Paradigm Learning, Inc.
Neon buss facilitator guide	TX0004797598	Paradigm Learning, Inc.
Neon Buzz instructors guide / By Irwin & Browning, Inc.	V3401D589	Paradigm Learning, Inc.
Zodiak: learner's guide	TX0005635651	Paradigm Learning, Inc.
Zodiak: learner's guide and 3 other titles	V3213P035	Paradigm Learning, Inc.
Zodiak: learner's guide	TX0004068755	Paradigm Learning, Inc.
Zodiak box and learner's guide cover design	VA0000722668	Paradigm Learning, Inc.
Zodiak: facilitator's guide	TX0005982496	Paradigm Learning, Inc.
Zodiak: game board	VA0000742957	Paradigm Learning, Inc.
Zodiak: the game of business, finance and strategy	TX0004721854	Paradigm Learning, Inc.
Zodiak: the game of business, finance and strategy: facilitator guide	TX0005982496	Paradigm Learning, Inc.
Onadime software	TX0004805950	Paradigm Learning, Inc.

Trademarks

Client/Trademark	Filing Info	Current Status	Deadlines / Dates
Paradigm Learning, Inc. TM – Countdown IC: 041	Owner: Paradigm Learning, Inc. Country: US Registration #: 2279204 Date of First Use: 5/13/1998 Date of Application: 6/29/1998 Date of Notice of Allowance: N/A Date of Registration: 9/21/1999 Duration of Use: Continually since 5/13/1998 Subject to Any User Agreement: None Any Objections or Challenges: None	Current Status: Declaration of Use AND Application for Renewal (§§ 8 & 9) filed 2/14/19 and accepted /granted 3/16/19.	9/21/2028 – 9/21/2029 - Declaration of Use AND Application for Renewal (§§ 8 & 9) due.
Paradigm Learning, Inc. TM – Discovery Map (singular) IC: 035	Owner: Paradigm Learning, Inc. Country: US Registration #: 3457354 Date of First Use: 7/31/2003 Date of Application: 10/26/2007 Date of Notice of Allowance: N/A Date of Registration: 7/1/2008 Duration of Use: Continually since 7/31/2003 Subject to Any User Agreement: None Any Objections or Challenges: None	Current Status: Registered. Declaration of Use AND Application for Renewal (§§ 8 & 9) filed 7/2/18	7/1/2027-7/1/2028 – Declaration of Use AND Application for Renewal (§§ 8 & 9) due.
Paradigm Learning, Inc. TM – Discovery Maps (plural) IC: 035	Owner: Paradigm Learning, Inc. Country: US Registration #: 2114267 Date of First Use: 12/2/1996 Date of Application: 12/27/1996 Date of Notice of Allowance: N/A Date of Registration: 11/18/1997 Duration of Use: Continually since 12/2/1996 Subject to Any User Agreement: None Any Objections or Challenges: None	Current Status: Registered. Declaration of Use (and Incontestability) (§8 and 15) filed and accepted 12/2/17	11/18/2026-11/18/2027 - Declaration of Use AND Application for Renewal (§§ 8 & 9) due.
Paradigm Learning, Inc. TM – Impact 5 The Business of Leadership Game IC: 041	Owner: Paradigm Learning, Inc. Country: US Registration #: 2917404 Date of First Use: 9/1/2003 Date of Application: 1/6/2004 Date of Notice of Allowance: N/A Date of Registration: 1/11/05 Duration of Use: Continually since 9/1/2003 Subject to Any User Agreement: None Any Objections or Challenges: None	Current Status: Registered. Sections 8 and 15 combined declaration has been accepted and acknowledged	1/11/2024-1/13/2025 – Declaration of Use AND Application for Renewal (§§ 8 & 9) due.

Client/Trademark	Filing Info	Current Status	Deadlines / Dates
Paradigm Learning, Inc. TM – Mosaic: The Art of Talent Leadership IC: 041	Owner: Paradigm Learning, Inc. Country: US Registration #: 3370900 Date of First Use: 2/23/2007 Date of Application: 8/30/2006 Date of Notice of Allowance: 7/10/2007 Date of Registration: 1/15/2008 Duration of Use: Continually since 2/23/2007 Subject to Any User Agreement: None Any Objections or Challenges: None	Current Status: Registered. Declaration of Use (and Incontestability) (§§ 8 & 15) filed 12/9/12 by Paradigm	1/15/2027-1/15/2028 – Declaration of Use AND Application for Renewal (§§ 8 & 9) due.
Paradigm Learning, Inc. TM – Neon Buzz IC: 041	Owner: Paradigm Learning, Inc. Country: US Registration #: 1721183 Date of First Use: 1/9/1991 Date of Application: 2/11/1992 Date of Notice of Allowance: 2/25/1992 Date of Registration: 9/29/1992 Duration of Use: Continually since 1/9/1991 Subject to Any User Agreement: Irwin & Browning, Inc. assigned entire interest to Paradigm Learning, Inc. 2/14/1997 Any Objections or Challenges: None	Current Status: Registered. Declaration of Use AND Application for Renewal (§§ 8 & 9) filed 8/29/12 by Paradigm.	3/29/23 – File Declaration of Use and Application for Renewal (§§ 8 & 9), due by 9/29/22. Grace period expires 3/29/23.
Paradigm Learning, Inc. TM – Paradigm Learning IC: 041	Owner: Paradigm Learning, Inc. Country: US Registration #: 1997808 Date of First Use: 10/1/1993 Date of Application: 1/21/1994 Date of Notice of Allowance: N/A Date of Registration: 9/3/1996 Duration of Use: Continually since 10/1/1993 Subject to Any User Agreement: Paradigm Communications, Inc. assigns entire interest to Paradigm Learning, Inc. 4/1/1998 Any Objections or Challenges: None	Current Status: Registered. Section 8 and 9 maintenance documents filed (7/26/16) and registration has been renewed (8/1/16).	9/3/2025 – 9/3/2026 – Declaration of Use AND Application for Renewal (§§ 8 & 9) due.
Paradigm Learning, Inc. TM – Right Turns: Change in Action IC: 041	Owner: Paradigm Learning, Inc. Country: US Registration #: 3102155 Date of First Use: 12/22/2004 Date of Application: 12/22/2004 Date of Notice of Allowance: 1/17/2006 Date of Registration: 6/6/2006 Duration of Use: Continually since 12/22/2004 Subject to Any User Agreement: None Any Objections or Challenges: None	Current Status: Registered. Section 8 and 9 maintenance documents filed (7/26/16) and registration has been renewed (10/11/16)	6/6/2025 – 6/6/2026 – Declaration of Use AND Application for Renewal (§§ 8 & 9) due.

Client/Trademark	Filing Info	Current Status	Deadlines / Dates
Paradigm Learning, Inc. TM – Zodiak IC: 028	Owner: Paradigm Learning, Inc. Country: US Registration #: 2763531 Date of First Use: 4/15/1994 Date of Application: 3/28/2002 Date of Notice of Allowance: N/A Date of Registration: 9/16/2003 Duration of Use: Continually since 4/15/1994 Subject to Any User Agreement: None Any Objections or Challenges: None	Current Status: Registered. Sections 8 and 15 combined declaration has been accepted and acknowledged	9/16/2022 – 9/16/2023 - Declaration of Use AND Application for Renewal (§§ 8 & 9) due.
Paradigm Learning, Inc. TM – Zodiak IC: 016 USPTO filing (filed simultaneously with WIPO)	Owner: Paradigm Learning, Inc. Country: US Registration #: 4686588 Date of First Use: 4/15/1994 Date of Application: 12/15/2011 Date of Notice of Allowance: N/A Date of Registration: 4/17/2015 Duration of Use: Continually since 4/15/1994 Subject to Any User Agreement: None Any Objections or Challenges: None	Current Status: Registered. Declaration of Use and Incontestability (§8 and 15) filed 9/1/20 and accepted 1/14/21	2/17/24-2/18/25 – Declaration of Use AND Application for Renewal (§§ 8 & 9) due.
Paradigm Learning, Inc. TM – Zodiak IC: 016 WIPO filing (filed simultaneously with USPTO) Country Designations: AU - CH - DE - EM - FR - GB - IE - IT - JP - RU - SG - SK	International Filing Registration Holder: Paradigm Learning, Inc. Country: US International Registration #: 1106489 Basic Application: USA, SN 85496375 Basic Application Date: 12/15/2011 Date of Registration: 12/27/2011 Date of First Use: 4/15/1994 Duration of Use: Continually since 4/15/1994 Subject to Any User Agreement: Any Objections or Challenges:	Current Status: 12/27/21 - Certificate of renewal Renewed International Trademark through WIPO (all but RU), per 12/16/21 email from Robb Designations under the Madrid Protocol: Australia, European Union, France, Germany, Ireland, Italy, Japan, Singapore, Slovakia, Switzerland, United Kingdom Declaration of intention to use the mark: Ireland, Singapore, United Kingdom Other final decisions: Ireland; 2012/48 Gaz Other final decisions: Singapore; 2014/13 Gaz Final decision confirming the refusal of protection: Australia; 2013/26 Gaz Final decision confirming the refusal of protection: Japan; 2013/27 Gaz	Int'l expiry/Renewal Period: 12/27/2030-12/27/31 Check Status: http://www.wipo.int/romania/ <u>Madrid Renewal Service</u> (wipo.int)

Client/Trademark	Filing Info	Current Status	Deadlines / Dates
Paradigm Learning, Inc. TM – Z (illustrated drawing) IC: 028	Owner: Paradigm Learning, Inc. Country: US Registration #: 4156516 Date of First Use: 7/1/2010 Date of Application: 3/4/2011 Date of Notice of Allowance: N/A Date of Registration: 6/12/2012 Duration of Use: Continually since 7/1/2010 Subject to Any User Agreement: None Any Objections or Challenges: None	Current Status: Registered. Waiting on Acceptance and Acknowledgment from USPTO for Declaration of Use and Application for Renewal (§8 and 9) filed 5/16/22.	12/12/22 – Follow up with USPTO prior to expiration of Grace Period re status of Declaration of Use and Application for Renewal (§8 and 9) filed 5/16/22 due to longer than normal processing wait times with USPTO.
Paradigm Learning, Inc. TM – ZPlusOnline (standard characters) IC: 042	Owner: Paradigm Learning, Inc. Country: US Registration #: 5299292 Date of First Use: 10/31/2015 Date of Application: 8/12/2016 Date of Notice of Allowance: N/A Date of Registration: 10/3/2017 Duration of Use: Continually since 10/31/2015 Subject to Any User Agreement: None Any Objections or Challenges: None	Current Status: Registered. Post-registration maintenance documents due 10/3/22-10/3/23.	10/3/22-10/3/23 – Declaration of Use (and Incontestability) (§§ 8 & 15) due. 10/3/26-10/3/27 - Declaration of Use AND Application for Renewal (§§ 8 & 9) due.
Paradigm Learning, Inc. TM – ZPlusOnline (stylized design) IC: 042	Owner: Paradigm Learning, Inc. Country: US Registration #: 5299293 Date of First Use: 10/31/2015 Date of Application: 8/12/2016 Date of Notice of Allowance: N/A Date of Registration: 10/3/2017 Duration of Use: Continually since 10/31/2015 Subject to Any User Agreement: None Any Objections or Challenges: None	Current Status: Registered. Post-registration maintenance documents due 10/3/22-10/3/23	10/3/22-10/3/23 – Declaration of Use (and Incontestability) (§§ 8 & 15) due. 10/3/26-10/3/27 - Declaration of Use AND Application for Renewal (§§ 8 & 9) due.
Paradigm Learning, Inc. TM – ZODIAK PRO IC: 042	Owner: Paradigm Learning, Inc. Country: US Registration #: 6598895 Date of First Use: 8/1/2020 Date of Application: 9/1/2020 Date of Notice of Allowance: 4/13/2021 Date of Registration: 12/21/2021 Duration of Use: Continually since 8/1/2020 Subject to Any User Agreement: None Any Objections or Challenges: None	Current Status: Registered. Post-registration maintenance documents due 12/21/26-12/21/27	12/21/26-12/21/27- Declaration of Use (and Incontestability) (§§ 8 & 15) due. 12/21/30-12/21/31- Declaration of Use AND Application for Renewal (§§ 8 & 9) due.

Client/Trademark	Filing Info	Current Status	Deadlines / Dates
Applicant: Paradigm Learning, Inc. TM – Zodiac: The Game of Business Finance and Strategy Class: 16	Australian Filing Owner: Paradigm Learning, Inc. (St. Petersburg, FL, US) Country: AU Trademark #: 1592289 Filed Date: 11/27/2013 Date of Application: 11/27/2013 Date Entered on Register: 10/2/2014	Address for Service / Correspondence: Wellness Australia Pty Ltd PO Box 519 Subiaco, WA 6904 Australia	Expected Expiration: 11/27/2023 Australian Trademark TM #: 1592289 Registration: 11/27/2013 https://search.ipaustralia.gov.au/trademarks/search/view/1592289?q=zodiac