

## TRADEMARK ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

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<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>
MARKET CONNECTIONS, INC.		04/03/2023	Corporation: VIRGINIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	GOVERNMENT EXECUTIVE MEDIA GROUP LLC		
<b>Street Address:</b>	600 New Hampshire Avenue NW		
<b>City:</b>	Washington		
<b>State/Country:</b>	D.C.		
<b>Postal Code:</b>	20037		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4802430	MARKET CONNECTIONS RESEARCH YOU CAN ACT	
<b>Registration Number:</b>	4802431	MARKET CONNECTIONS RESEARCH YOU CAN ACT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2027789001		
<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>	2027789000		
<b>Email:</b>	kilsy.baird@klgates.com		
<b>Correspondent Name:</b>	Susan M. Kayser		
<b>Address Line 1:</b>	1601 K Street, N.W.		
<b>Address Line 4:</b>	Washington, D.C. 20006		
<b>ATTORNEY DOCKET NUMBER:</b>	0314462.00036		
<b>NAME OF SUBMITTER:</b>	Susan M. Kayser		
<b>SIGNATURE:</b>	/Susan M. Kayser/		
<b>DATE SIGNED:</b>	04/10/2023		
<b>Total Attachments: 3</b>			
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**ASSIGNMENT OF TRADEMARKS**

WHEREAS, **MARKET CONNECTIONS, INC.**, a Virginia corporation with a principal address of 11350 Random Hills Road, Suite 800, Fairfax, Virginia 22030 (the "Assignor"), is the owner of the trademarks and corresponding trademark registrations listed in Schedule 1 attached hereto (the "Trademarks");

WHEREAS, **GOVERNMENT EXECUTIVE MEDIA GROUP LLC**, a limited liability company organized in Delaware with a principal address of 600 New Hampshire Avenue NW, Washington, DC 20037 (the "Assignee") desires to acquire the Trademark and all goodwill associated therewith; and

WHEREAS, this Assignment of Trademarks is effective as of the last date of the signatures below;

NOW, THEREFORE, pursuant to the Assignment of Trademarks between the parties, and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns, transfers, and conveys to the Assignee all of Assignor's right, title, and interest in and to the trademarks set forth on Schedule 1 attached hereto and incorporated by this reference herein, together with all common law rights and goodwill associated therewith and symbolized thereby, and all claims and causes of action with respect to any of the foregoing, including 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 Assignor accruing under any of the foregoing provided by any applicable law, treaty, or other international convention.

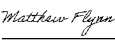
Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Assignment of Trademarks upon request by Assignee.

In Witness Whereof, the Parties hereto have executed this Agreement on the dates specified below.

**ASSIGNOR:**  
Market Connections, Inc.

By:   
Print Name: Lisa Dezzutti  
Title: Retired CEO  
Date: Apr 3, 2023



**ASSIGNEE:**  
Government Executive Media Group, LLC

By:   
Print Name: Matthew Flynn  
Title: CFO  
Date: Apr 3, 2023

# ASSIGNMENT OF TRADEMARKS

## Schedule 1

### Trademarks

Country	Mark	Appl. No. / Appl. Date	Reg. No. / Reg. Date	Goods/Services
US	 <b>Market Connections</b> <small>Research you can act on.</small>	86390470  Sep. 10, 2014	4802430  Sep. 01, 2015	<b>Class 35:</b> Market research, namely, qualitative and quantitative research, including analysis of market data and statistics, surveys, polls, brand studies, thought leadership studies, competitive profiling of organizations operating in the public sector market, analysis of the procurement practices of the Federal government, and preparation of research reports and studies
US	 <b>Market Connections</b> <small>Research you can act on.</small>	86390506  Sep. 10, 2014	4802431  Sep. 01, 2015	<b>Cl. 35:</b> Market research, namely, qualitative and quantitative research, including analysis of market data and statistics, surveys, polls, brand studies, thought leadership studies, competitive profiling of organizations operating in the public sector market, analysis of the procurement practices of the Federal government, and preparation of research reports and studies










# ASSIGNMENT OF TRADEMARKS - MARKET CONNECTIONS

Final Audit Report

2023-04-03

Created:	2023-04-03
By:	Jennifer Fernandez (jfernandez@govexec.com)
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-  Document created by Jennifer Fernandez (jfernandez@govexec.com)  
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-  Document emailed to lisa@beyondvelocityllc.com for signature  
2023-04-03 - 11:12:27 AM GMT
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-  Signer lisa@beyondvelocityllc.com entered name at signing as Lisa Dezzutti  
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