

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM864683

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Truist, LLC		12/20/2023	Limited Liability Company: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Truist Financial Corporation		
Street Address:	214 N Tryon Street		
Internal Address:	Legal Department		
City:	Charlotte		
State/Country:	NORTH CAROLINA		
Postal Code:	28202		
Entity Type:	Corporation: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5881310	TRUIST	
CORRESPONDENCE DATA			
Fax Number:			
<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:	7042456515		
Email:	bdavis@vlplawgroup.com		
Correspondent Name:	Brian M. Davis		
Address Line 1:	5960 Fairview Rd; Suite 400		
Address Line 4:	Charlotte, NORTH CAROLINA 28210		
NAME OF SUBMITTER:	Brian M. Davis		
SIGNATURE:	/Brian M. Davis/		
DATE SIGNED:	12/29/2023		
Total Attachments: 1			
source=TRUIST_Assignment of Rights_Exhibit A signed_12.20.23#page1.tif			

OP \$40.00 5881310

**ASSIGNMENT OF
INTELLECTUAL PROPERTY RIGHTS**

WHEREAS, Truist, LLC, a Massachusetts limited liability company (hereinafter referred to as "ASSIGNOR") is the owner of the TRUIST mark for advertising services (the "Mark"), including US Registration No. 5,881,310 for the Mark (the "Registration").

WHEREAS, Truist Financial Corporation, a North Carolina corporation (hereafter referred to as "ASSIGNEE") is acquiring the Mark and any and all rights (including any goodwill) associated with the Mark along with the Registration and any other registrations and applications directed to the Mark owned by ASSIGNOR.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns, transfers and sells, unto ASSIGNEE, its legal representatives and assigns, all of ASSIGNOR'S worldwide right, title, interest, associated goodwill, and all rights of action against third parties ASSIGNOR has or may have in the future in and to the Mark, including, without limitation, all trademark and service mark rights, trade dress rights and any and all other related intellectual property rights in the Mark, which interests and rights will be held and enjoyed by ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer, assignment, and sale not been made.

IN WITNESS WHEREOF, the undersigned, intending to be legally bound, has caused this Assignment of Intellectual Property rights to be executed effective as of the 20 day of December , 2023.

ASSIGNOR:

TRUIST, LLC

Signature: *Lisa R. Colella*
Printed Name: Lisa Colella
Title: Founder / CEO