

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM866876

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Make It Better, LLC		12/31/2023	Limited Liability Company: ILLINOIS
RECEIVING PARTY DATA			
Name:	Make It Better Foundation		
Street Address:	PO Box 751		
City:	Wilmette		
State/Country:	ILLINOIS		
Postal Code:	60091		
Entity Type:	Non-Profit Corporation: ILLINOIS		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	4041145	BETTER LETTER	
Registration Number:	6849027	BETTER	
Registration Number:	6192937	BETTER	
Registration Number:	6754301	BETTER.NET	
Registration Number:	4925139	MAKE IT BETTER	
Registration Number:	4917061	MAKE IT BETTER FOUNDATION	
Serial Number:	97322715	MAKE IT BETTER.NET	
Registration Number:	4917062	MIB TV	
Registration Number:	3035690	NORTH SHORE	
Registration Number:	3964761	THE BETTER LIST	
Registration Number:	4920613	MAKE IT BETTER	
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:	3127744885		
Email:	crobinson@crokefairchild.com		
Correspondent Name:	Cameron Robinson		
Address Line 1:	180 N LaSalle St.		

OP \$290.00 4041145

Address Line 2: Suite 3400
Address Line 4: CHICAGO, ILLINOIS 60601

NAME OF SUBMITTER: Cameron Robinson

SIGNATURE: /Cameron Robinson/

DATE SIGNED: 01/09/2024

Total Attachments: 4

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Exhibit A

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this “**Assignment**”) is made as of December 31, 2023 by and between Make It Better, LLC, an Illinois limited liability company (“**Assignor**”), and Make It Better Foundation, an Illinois 501(c)(3) not-for-profit corporation (“**Assignee**”).

WHEREAS, Assignor is the sole and exclusive owner of the entire right, title and interest in, to and under the trademarks as set forth on Schedule A hereof (the “**Trademarks**”);

WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to obtain from Assignor, all right, title and interest in and to the Trademarks.

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor’s right, title and interest in and to the Trademarks, together with the goodwill of the business associated with and symbolized by the Trademarks, for Assignee’s own use and enjoyment, and for the use and enjoyment of Assignee’s successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties, or payments due or payable, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Trademarks, with the right to sue for, and collect the same for Assignee’s own use and enjoyment, and for the use and enjoyment of Assignee’s successors, assigns, or other legal representatives. Assignor hereby requests the United States Patent and Trademark Office and the corresponding entities or agencies in any applicable jurisdictions, to record Assignee as the assignee and owner of the Trademarks.

[Signature Page to Follow]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the date first set forth above.

ASSIGNOR:
MAKE IT BETTER, LLC

By: Summit B. Noyz
Name:
Title:

ASSIGNEE:
MAKE IT BETTER FOUNDATION

By: [Signature]
Name:
Title:

SCHEDULE A

No.	Title Image	Application No. Filing Date Registration No. Registration Date
1	BETTER LETTER	85/247,669 2/21/2011 4,041,145 10/18/2011
2	BETTER	88/650,302 10/10/2019 6,849,027 9/20/2022
3	<p align="center">BETTER (Stylized)</p> 	88/650,298 10/10/2019 6,192,937 11/10/2022
4	BETTER.NET	97/024,007 9/13/2021 6,754,301 6/7/2022
5	MAKE IT BETTER	86/486,824 12/19/2014 4,925,139 3/29/2016
6	<p align="center">MAKE IT BETTER (& DESIGN) <i>make it better</i></p>	86/486,858 12/19/2014 4,920,613 3/22/2016
7	MAKE IT BETTER FOUNDATION	86/486,787 12/19/2014 4,917,061 3/15/2016
8	MAKE IT BETTER.NET	97/322,715 3/21/2022
9	MIB TV	86/486,790 12/19/2014 4,917,062 3/15/2016
10	NORTH SHORE	78/535,804 12/20/2004 3,035,690 12/27/2005
11	THE BETTER LIST	85/006,091 4/5/2010

		3,964,761 5/24/2011
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