

Form PTO-1594 (Rev. 01-09)  
OMB Collection 0651-0027 (exp. 02/28/2009)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**

The Prospecting & Marketing Institute, Inc.

- Individual(s)
- General Partnership
- Corporation- State: Arizona
- Other
- Association
- Limited Partnership

Citizenship (see guidelines)

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance /Execution Date(s) :**

Execution Date(s) October 17, 2009

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: Hayward-Yellen 100 Limited Partnership

Internal

Address:

Street Address: 39 Vista Estrella South

City: Lamy

State: New Mexico

Country: USA Zip: 87540

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other

Citizenship \_\_\_\_\_  
Citizenship \_\_\_\_\_  
Citizenship \_\_\_\_\_  
Citizenship \_\_\_\_\_  
If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

Spend and Grow Wealthy, Registration Number 3539130  
Bank On Your, Registration Number 3530300

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Claudia Bast

Internal Address: Suite D 2000

Street Address: 24 Frank Lloyd Wright Drive

City: Ann Arbor

State: MI Zip: 48105

Phone Number: 734-665-4441

Fax Number 734-665-8788

Email Address: crast@psedlaw.com

**6. Total number of applications and registrations involved:**

Two (2)

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$65.00**

- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

**9. Signature:**

Pamela Yellen  
Signature

10/17/09  
Date

Pamela Yellen  
Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 14

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

OP \$65.00 3539130

USPTO

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Fax Server

0:CLAUDIA RAST COMPANY:SUITE D 2000

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P S E D

001

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P.2

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pamela

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Form PTO-1594 (Rev. 01-09)

OMB Collection 0651-0027 (exp. 02/28/2009)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**

The Prospecting & Marketing Institute, Inc.

- Individual(s)
- General Partnership
- Corporation - State: Arizona
- Other \_\_\_\_\_

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance /Execution Date(s) :**

Execution Date(s) \_\_\_\_\_

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: Hayward-Yellen 100 Limited Partnership

Internal

Address: \_\_\_\_\_

Street Address: 39 Vista Estrella South

City: Lawry

State: New Mexico

Country: USA

Zip: 87540

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

Spend and Grow Wealthy, Registration Number 3539130  
Bank On You, Registration Number 3530300

Additional sheet(s) attached?  Yes  No

**C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):**

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Claudia Rast

Internal Address: Suite D 2000

Street Address: 24 Frank Lloyd Wright Drive

**6. Total number of applications and registrations involved:**

Two (2)

**7. Total fee (37 CFR 2.6(b)(5) & 3.41)** \$ 85.00

- Authorized to be charged to deposit account
- Enclosed

TRADEMARK

REEL : 004086 FRAME : 0410

Email Address: \_\_\_\_\_

S. Signature: *[Handwritten Signature]* 10/17/09

Signature Date

*[Handwritten Name]*

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 5

Documents to be recorded (including cover sheet) should be faxed to (877) 273-0140, or mailed to:  
 Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1460, Alexandria, VA 22302-1460

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pamela yellen

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P. 5

**ASSIGNMENT OF TRADEMARK**

WHEREAS, The Prospecting & Marketing Institute, Inc., a corporation organized and existing under the laws of the State of Arizona, having a place of business at 39 Vista Estrella South, Lamy, New Mexico 87540 ("Assignor") has adopted and used the following trademark and United States Patent and Trademark Office registration:

MARK: SPEND AND GROW WEALTHY

REGISTRATION DATE: November 25, 2008

SERIAL NUMBER: 77495257

REGISTRATION NUMBER: 3539130

WHEREAS, Assignor has assigned the trademark to Hayward-Yellen 100 Limited Partnership, a limited partnership company organized and existing under the laws of the State of New Mexico, having a place of business at 39 Vista Estrella South, Lamy, New Mexico 87540 ("Assignee") by operation of an agreement between Assignor and Assignee dated Oct 17, 2009

WHEREAS, the Assignor and the Assignee are desirous of confirming the assignment for purposes of filing the same with the United States Patent and Trademark Office and other appropriate governmental offices.

NOW, THEREFORE, for good and valuable consideration, receipt of which is acknowledged, Assignor sold, transferred, assigned, and delivered, and sells, transfers, assigns and delivers unto Assignee, effective as of the date of this Assignment, all right, title and interest in and to the trademark and its United States Patent and Trademark Office registration, together with the goodwill of the business connected with and symbolized by such trademark and trademark registration, as well as all rights to damages or profits, due or accrued, arising out of past infringement of such trademark or injury to said goodwill and the right to sue for and recover the same in the Assignee's own name.

INTENDING TO BE LEGALLY BOUND, the parties have duly executed this Assignment as of the day and year first above written.

Pamela Yellen (Assignor)

By:

  
Pamela Yellen

Hayward-Yellen 100 Limited Partnership (Assignee)

By: *Pamela Yellen*  
Pamela Yellen  
Its: Partner

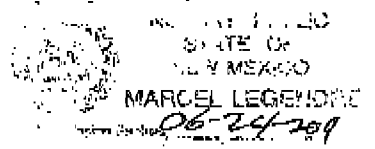
State of New Mexico )  
  )ss.  
County of Santa Fe )

Pamela Yellen, being duly sworn, did depose and say that she/he has read and signed the foregoing Assignment and knows and understands the contents thereof.

IN WITNESS WHEREOF, I hereunto set my hand and official seal.

10-17-2009 *Marcel Legendre*  
Notary Public

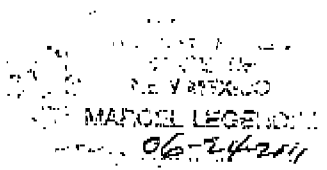
State of New Mexico )  
  )ss.  
County of Santa Fe )



Pamela Yellen, being duly sworn, did depose and say that she is a partner in the Hayward-Yellen 100 Limited Partnership and that she is authorized to execute this Assignment on behalf of said partnership; that she has read and signed the foregoing Assignment and knows and understands the contents.

IN WITNESS WHEREOF, I hereunto set my hand and official seal.

10-17-2009 *Marcel Legendre*  
Notary Public



Oct 18 09 03:54p

pamela yellen

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**ASSIGNMENT OF TRADEMARK**

WHEREAS, The Prospecting & Marketing Institute, Inc., a corporation organized and existing under the laws of the State of Arizona, having a place of business at 39 Vista Estrella South, Lamy, New Mexico 87540 ("Assignor") has adopted and used the following trademark and United States Patent and Trademark Office registration:

MARK: Bank On Yourself

REGISTRATION DATE: November 11, 2008

SERIAL NUMBER: 77399338

REGISTRATION NUMBER: 3530300

WHEREAS, Assignor has assigned the trademark to Hayward-Yellen 100 Limited Partnership, a limited partnership company organized and existing under the laws of the State of New Mexico, having a place of business at 39 Vista Estrella South, Lamy, New Mexico 87540 ("Assignee") by operation of an agreement between Assignor and Assignee dated 06-17, 2009

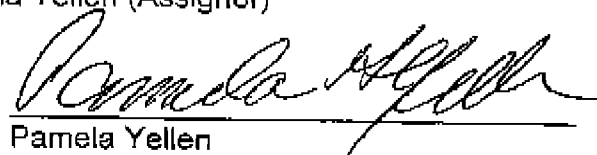
WHEREAS, the Assignor and the Assignee are desirous of confirming the assignment for purposes of filing the same with the United States Patent and Trademark Office and other appropriate governmental offices.

NOW, THEREFORE, for good and valuable consideration, receipt of which is acknowledged, Assignor sold, transferred, assigned, and delivered, and sells, transfers, assigns and delivers unto Assignee, effective as of the date of this Assignment, all right, title and interest in and to the trademark and its United States Patent and Trademark Office registration, together with the goodwill of the business connected with and symbolized by such trademark and trademark registration, as well as all rights to damages or profits, due or accrued, arising out of past infringement of such trademark or injury to said goodwill and the right to sue for and recover the same in the Assignee's own name.

INTENDING TO BE LEGALLY BOUND, the parties have duly executed this Assignment as of the day and year first above written.

Pamela Yellen (Assignor)

By:

  
Pamela Yellen

Hayward-Yellen 100 Limited Partnership (Assignee)

By: *Pamela Yellen*  
Pamela Yellen  
Its: Partner

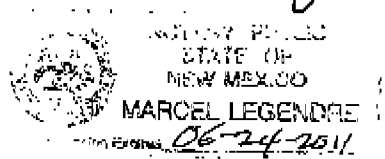
State of New Mexico )  
  )ss.  
County of Santa Fe )

Pamela Yellen, being duly sworn, did depose and say that she/he has read and signed the foregoing Assignment and knows and understands the contents thereof.

IN WITNESS WHEREOF, I hereunto set my hand and official seal.

10-17-2009 *Marcel Legendre*  
Notary Public

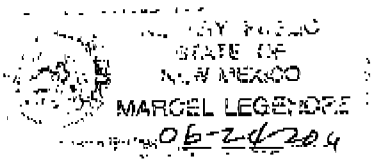
State of New Mexico )  
  )ss.  
County of Santa Fe )



Pamela Yellen, being duly sworn, did depose and say that she is a partner in the Hayward-Yellen 100 Limited Partnership and that she is authorized to execute this Assignment on behalf of said partnership; that she has read and signed the foregoing Assignment and knows and understands the contents.

IN WITNESS WHEREOF, I hereunto set my hand and official seal.

10-17-2009 *Marcel Legendre*  
Notary Public



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O:CLAUDIA RAST COMPANY:SUITE D 2000

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P S E D

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pamela yellen

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p. 5

**ASSIGNMENT OF TRADEMARK**

WHEREAS, The Prospecting & Marketing Institute, Inc., a corporation organized and existing under the laws of the State of Arizona, having a place of business at 39 Vista Estrella South, Lamy, New Mexico 87540 ("Assignor") has adopted and used the following trademark and United States Patent and Trademark Office registration:

MARK: SPEND AND GROW WEALTHY

REGISTRATION DATE: November 25, 2008

SERIAL NUMBER: 77495257

REGISTRATION NUMBER: 3539130

WHEREAS, Assignor has assigned the trademark to Hayward-Yellen 100 Limited Partnership, a limited partnership company organized and existing under the laws of the State of New Mexico, having a place of business at 39 Vista Estrella South, Lamy, New Mexico 87540 ("Assignee") by operation of an agreement between Assignor and Assignee dated Oct 17, 2009

WHEREAS, the Assignor and the Assignee are desirous of confirming the assignment for purposes of filing the same with the United States Patent and Trademark Office and other appropriate governmental offices.

NOW, THEREFORE, for good and valuable consideration, receipt of which is acknowledged, Assignor sold, transferred, assigned, and delivered, and sells, transfers, assigns and delivers unto Assignee, effective as of the date of this Assignment, all right, title and interest in and to the trademark and its United States Patent and Trademark Office registration, together with the goodwill of the business connected with and symbolized by such trademark and trademark registration, as well as all rights to damages or profits, due or accrued, arising out of past infringement of such trademark or injury to said goodwill and the right to sue for and recover the same in the Assignee's own name.

INTENDING TO BE LEGALLY BOUND, the parties have duly executed this Assignment as of the day and year first above written.

Pamela Yellen (Assignor)

By:

  
Pamela Yellen





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PAGE 7/008

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pamela yellen

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p. 2

**ASSIGNMENT OF TRADEMARK**

WHEREAS, The Prospecting & Marketing Institute, Inc., a corporation organized and existing under the laws of the State of Arizona, having a place of business at 39 Vista Estrella South, Lamy, New Mexico 87540 ("Assignor") has adopted and used the following trademark and United States Patent and Trademark Office registration:

MARK: Bank On Yourself

REGISTRATION DATE: November 11, 2008

SERIAL NUMBER: 77399336

REGISTRATION NUMBER: 3530300

WHEREAS, Assignor has assigned the trademark to Hayward-Yellen 100 Limited Partnership, a limited partnership company organized and existing under the laws of the State of New Mexico, having a place of business at 39 Vista Estrella South, Lamy, New Mexico 87540 ("Assignee") by operation of an agreement between Assignor and Assignee dated 09-17-2009

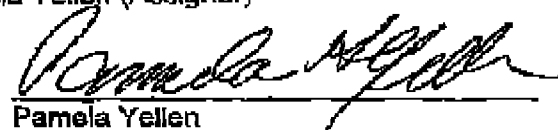
WHEREAS, the Assignor and the Assignee are desirous of confirming the assignment for purposes of filing the same with the United States Patent and Trademark Office and other appropriate governmental offices.

NOW, THEREFORE, for good and valuable consideration, receipt of which is acknowledged, Assignor sold, transferred, assigned, and delivered, and sells, transfers, assigns and delivers unto Assignee, effective as of the date of this Assignment, all right, title and interest in and to the trademark and its United States Patent and Trademark Office registration, together with the goodwill of the business connected with and symbolized by such trademark and trademark registration, as well as all rights to damages or profits, due or accrued, arising out of past infringement of such trademark or injury to said goodwill and the right to sue for and recover the same in the Assignee's own name.

INTENDING TO BE LEGALLY BOUND, the parties have duly executed this Assignment as of the day and year first above written.

Pamela Yellen (Assignor)

By:

  
Pamela Yellen

USPTO

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Fax Server

TO: CLAUDIA RAST COMPANY: SUITE D 2000

10/22/2009 11:42 FAX 7346658788

P S E D

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pamela yellen

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P. 4

Hayward-Yellen 100 Limited Partnership (Assignee)

By: *Pamela Yellen*  
Pamela Yellen  
Its: Partner

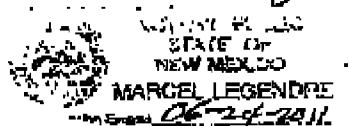
State of New Mexico )  
  )ss.  
County of Santa Fe )

Pamela Yellen, being duly sworn, did depose and say that she/he has read and signed the foregoing Assignment and knows and understands the contents thereof.

IN WITNESS WHEREOF, I hereunto set my hand and official seal.

10-17-2009 *Marcel Legendre*  
Notary Public

State of New Mexico )  
  )ss.  
County of Santa Fe )



Pamela Yellen, being duly sworn, did depose and say that she is a partner in the Hayward-Yellen 100 Limited Partnership and that she is authorized to execute this Assignment on behalf of said partnership; that she has read and signed the foregoing Assignment and knows and understands the contents.

IN WITNESS WHEREOF, I hereunto set my hand and official seal.

10-17-2009 *Marcel Legendre*  
Notary Public

