# OP \$40.00 34714

# TRADEMARK ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

#### **CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Guideposts a Church Corporation		02/09/2010	CORPORATION: NEW YORK

# **RECEIVING PARTY DATA**

Name:	Hazelden Foundation	
Street Address:	15245 Pleasant Valley Rd.	
Internal Address:	Attn: Lisa Stroshane	
City:	Center City	
State/Country:	MINNESOTA	
Postal Code:	55012	
Entity Type:	CORPORATION: MINNESOTA	

#### PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3471423	SOBER24

# **CORRESPONDENCE DATA**

Fax Number: (651)213-4426

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 651-213-4254

Email: Istroshane@hazelden.org
Correspondent Name: Hazelden Foundation
Address Line 1: 15245 Pleasant Valley Rd.
Address Line 2: Attn: Lisa Stroshane

Address Line 4: Center City, MINNESOTA 55012

NAME OF SUBMITTER:	Lisa Stroshane
Signature:	/Lisa Stroshane/
Date:	02/16/2010

TRADEMARK REEL: 004151 FRAME: 0287

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Total Attachments: 1

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TRADEMARK REEL: 004151 FRAME: 0288

#### EXHIBIT C

# TRADEMARK ASSIGNMENT

This Trademark Assignment is made pursuant to that certain Asset Purchase Agreement of even date herewith by and between Guideposts, a Church Corporation, (hereinafter" Assignor") and Hazelden Foundation ("Assignee").

WHEREAS, Assignor is the owner of certain trademarks, including but not limited to, Sober 24 (TESS serial number 77343563) (hereinafter the "Marks").

WHEREAS, pursuant to the Asset Purchase Agreement, Assignor has agreed to assign the Marks and the goodwill associated with the Marks to Assignee.

WHEREAS, Assignee desires to acquire the Marks and the goodwill of the business associated therewith from Assignor.

WHEREAS, Assignee is a successor to that portion of the business of Assignor to which the Marks pertain, and such business is ongoing and existing.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Marks for the United States and throughout the world, together with the goodwill of the business associated therewith. This Assignment includes all rights in the nature of trademark, service mark and trade name rights, as well as the right to sue for past infringement by any third party. Assignor agrees to execute and deliver at the request of Assignee without further consideration, all documents, instruments and assignments that Assignee may require in order to effect and/or evidence all right, title and interest in and to the Marks in Assignee.

the Marks in Assignee.	
	GUIDEPOSTS
	Signature: Print Name: Title:  Signature:  SMN BALZEL  SUSANSS DEMANDED  TO BUSANSS DEMANDED  TO BUSANS DE SUSANSS DEMANDED  TO BUSANS DE SUSANS D
STATE OF NEW YORK )ss.	
On this 9th day of FEBRUARY the person who signed this instrument, who ack	, 2010, before me appeared
the person wno signed this institution, who aex	

Notary Public

JULIE A. MEGGENHOFEN NOTARY PUBLIC, State of New York No. 01ME5089140

Qualified in Dutchess County

Commission Expires 12-08-2013

TRADEMARK REEL: 004151 FRAME: 0289

**RECORDED: 02/18/2010**