

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Palm Beach Institute, Inc.		12/03/2013	CORPORATION: FLORIDA

**RECEIVING PARTY DATA**

<b>Name:</b>	PB Institute Partners Limited Partnership
<b>Street Address:</b>	1017 North Olive Avenue
<b>City:</b>	West Palm Beach
<b>State/Country:</b>	FLORIDA
<b>Postal Code:</b>	33401
<b>Entity Type:</b>	LIMITED PARTNERSHIP: FLORIDA

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Registration Number:	3626547	THE PALM BEACH INSTITUTE SINCE 1970
Registration Number:	3560162	THE PALM BEACH INSTITUTE SINCE 1970
Registration Number:	3476197	THE PALM BEACH INSTITUTE

**CORRESPONDENCE DATA**

Fax Number: 5616551109  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 5618323300  
 Email: slampert@broadandcassel.com  
 Correspondent Name: Scott Lampert  
 Address Line 1: One North Clematis Street  
 Address Line 2: Suite 500  
 Address Line 4: West Palm Beach, FLORIDA 33401

<b>ATTORNEY DOCKET NUMBER:</b>	46449.0001
<b>NAME OF SUBMITTER:</b>	Scott Lampert

CH \$90.00 3626547

Signature:	/slampert/
Date:	12/03/2013
Total Attachments: 3 source=Executed Assignment of Trademarks (PBI)#page1.tif source=Executed Assignment of Trademarks (PBI)#page2.tif source=Executed Assignment of Trademarks (PBI)#page3.tif	

## ASSIGNMENT OF TRADEMARKS

**THIS ASSIGNMENT OF TRADEMARKS** (the “**Assignment**”) is made as of the 3<sup>rd</sup> day of December 2013, by Palm Beach Institute, Inc., a Florida corporation whose address is 1017 North Olive Avenue, West Palm Beach, Florida 33401 (“**Assignor**”), to PB Institute Partners Limited Partnership, a Florida limited partnership whose address is 1017 North Olive Avenue, West Palm Beach, Florida 33401 (“**Assignee**”).

### RECITAL

**WHEREAS**, Assignor has agreed to transfer and assign to Assignee and Assignee has agreed to accept the transfer and assignment of all of Assignor’s right, title and interests in the trademarks listed on Schedule A annexed hereto and incorporated herein by reference (the “**Marks**”); and

**WHEREAS**, in accordance therewith, Assignor has agreed to execute such instruments as the Assignee may reasonably request in order to more effectively assign, transfer, grant, convey, assure and confirm to Assignee and its successors and assigns or to aid and assist in the collection of or reducing to possession by the Assignee of, all such Marks.

**NOW, THEREFORE**, Assignor, for and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor’s worldwide right, title and interest in, to and under the Marks, free and clear of all liens and encumbrances, including, but not limited to, (a) any and all registrations of the Marks whether state, federal or foreign; (b) any and all applications to register the Marks whether state, federal or foreign; (c) all common law rights in, to and under the Marks; (d) any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and in any other jurisdiction, and (e) all other rights in, to and under the Marks, together with the goodwill of the business symbolized by the Marks, and the same to be held, used and enjoyed by the said Assignee, its assigns, designees, nominees and other legal representatives, from and after the date hereof as fully and entirely as the same would have been held, used and enjoyed by the said Assignor had this Assignment not been made. Assignor hereby covenants that it has full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreements inconsistent herewith.

Assignor hereby authorizes the United States Patent and Trademark Office and any other federal, state and foreign office whose duty it is to issue, certify, or assign registrations or applications for trademarks, service marks or other rights, to issue, certify or assign as appropriate, the same to Assignee and Assignee’s successors, assigns, designees, nominees, and other legal representatives in accordance with the terms of this Assignment.

Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment of Trademarks shall be governed by and construed in accordance with the laws of the State of Florida without giving effect to the principles of conflicts of laws thereof.

IN WITNESS WHEREOF, Assignor has caused its duly authorized officer to execute this Assignment of Trademarks as of the date first above written.

Palm Beach Institute, Inc., a Florida corporation

By: [Signature]

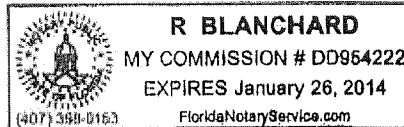
Name: Bradford S. Lovette

Title: CEO

State of Florida )  
 ) ss.:  
County of Palm Beach )

The foregoing instrument was acknowledged before me this 3 day of <sup>December</sup> ~~November~~, 2013, by Bradford Lovette as CEO of, Palm Beach Institute, Inc., a Florida corporation, on behalf of the corporation. He/she is personally known to me or has produced \_\_\_\_\_ as identification.

Given under my hand and official seal, this 3 day of ~~November~~ <sup>December</sup>, 2013.



[Signature]  
Notary Public

Commission expires 1-26-2014

**SCHEDULE A**  
**TO**  
**ASSIGNMENT OF TRADEMARKS**

<u>Mark</u>	<u>Jurisdiction</u>	<u>Registration No.</u>	<u>Registration Date</u>
The Palm Beach Institute Since 1970 and Design	United States	3626547	May 26, 2009
The Palm Beach Institute Since 1970 and Design	United States	3560162	January 13, 2009
The Palm Beach Institute	United States	3476197	July 29, 2008
The Palm Beach Institute	Florida	T08000000200	February 25, 2008
The Palm Beach Institute And Design	Florida	T08000000201	February 25, 2008
Palm Beach Institute And Design	Florida	T13000000173	February 14, 2013