

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM328791

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Force Management, L.L.C.		12/31/2014	LIMITED LIABILITY COMPANY: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Silver Spruce Holding, LLC		
Street Address:	30 W. Monroe St., 4th Floor		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60603		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Serial Number:	76593302	WHERE STRATEGY MEETS EXECUTION	
Serial Number:	76593303	FORCEMANAGEMENT	
Serial Number:	77217095	SALES EFFECTIVENESS FRAMEWORK	
Serial Number:	77845299	MANAGEMENT OPERATING RHYTHM	
Serial Number:	77845503	COMMAND OF THE MESSAGE	
Serial Number:	85136254	COMMAND OF THE TALENT	
Serial Number:	85136242	COMMAND OF THE SALE	
Serial Number:	77845307	COMMAND OF THE PLAN	
Serial Number:	85886388	X VALUENEGOTIATION	
CORRESPONDENCE DATA			
Fax Number:	3125778994		
<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:	312-902-5200		
Email:	deborah.wing@kattenlaw.com		
Correspondent Name:	Deborah Wing c/o Katten Muchin Rosenman		
Address Line 1:	525 West Monroe Street		
Address Line 4:	Chicago, ILLINOIS 60661		

CH \$240.00 76593302

ATTORNEY DOCKET NUMBER:	385822-1/SILVER SPRUCE
NAME OF SUBMITTER:	Deborah A. Wing
SIGNATURE:	/DAW/
DATE SIGNED:	01/13/2015
Total Attachments: 4 source=Silver Spruce-Force Mgmt -- Trademark Assignment#page1.tif source=Silver Spruce-Force Mgmt -- Trademark Assignment#page2.tif source=Silver Spruce-Force Mgmt -- Trademark Assignment#page3.tif source=Silver Spruce-Force Mgmt -- Trademark Assignment#page4.tif	

TRADEMARK ASSIGNMENT

This **TRADEMARK ASSIGNMENT** (the “**Assignment**”) is executed as of December 31, 2014, by Force Management, L.L.C., a North Carolina limited liability company (“**Assignor**”), in favor of Silver Spruce Holding, LLC, a Delaware limited liability company (“**Assignee**”).

WHEREAS, Assignor owns all the right, title and interest in and to the trademark applications and trademark registrations identified in Schedule 1 and the trademarks that are the subject of such trademark applications and trademark registrations (collectively, the “**Trademarks, Applications and Registrations**”), together with the goodwill of the business associated therewith; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks, Applications and Registrations, and the goodwill associated therewith.


NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Assignor conveys and assigns to Assignee, free and clear of all liens, claims, mortgages, security interests, encumbrances and pledges, all of its right, title and interest in and to the Trademarks, Applications and Registrations, in the United States and all jurisdictions outside the United States (including all common law rights in and to such Trademarks, Applications and Registrations, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks, Applications and Registrations, and any priority right that may arise from use of the Trademarks, Applications and Registrations), and all goodwill of the business represented and symbolized thereby with all rights to sue and recover damages and/or profits for past infringements, the same to be held and enjoyed by Assignee, its successors and assigns as fully and entirely as said interest could have been held and enjoyed by Assignor had this conveyance and assignment not been made.

Assignor further agrees, without further consideration, to promptly cause to be performed such lawful acts and to be executed such further assignments and other lawful documents as Assignee may reasonably request to effectuate fully this Assignment and to permit Assignee to be duly recorded in all applicable jurisdictions as the registered owner and proprietor of the rights hereby conveyed.

[Signature page follows]

IN WITNESS WHEREOF, the Assignor and Assignee have executed this Trademark Assignment as of the date first written above.

FORCE MANAGEMENT, L.L.C.

By: 
Name: Grant Wilson
Its: Manager

SILVER SPRUCE HOLDING, LLC

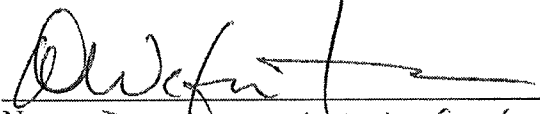
By: _____
Name:
Its:

IN WITNESS WHEREOF, the Assignor and Assignee have executed this Trademark Assignment as of the date first written above.

FORCE MANAGEMENT, L.L.C.

By: _____
Name:
Its:

SILVER SPRUCE HOLDING, LLC

By:  _____
Name: DANIEL WEINFURTER
Its: CEO

Schedule 1

Trademarks, Applications and Registrations

Trademarks

1. United States Trademark Serial Number 76593302, registered January 17, 2006, for the word mark “Where Strategy Meets Execution.”
2. United States Trademark Serial Number 76593303, registered January 17, 2006, for the word mark “ForceManagement.”
3. United States Trademark Serial Number 77217095, registered August 5, 2008, for the word mark “Sales Effectiveness Framework.”
4. United States Trademark Serial Number 77845299, registered May 25, 2010, for the word mark “Management Operating Rhythm.”
5. United States Trademark Serial Number 77845503, registered March 8, 2011, for the word mark “Command of the Message.”
6. United States Trademark Serial Number 85136254, registered May 31, 2011, for the word mark “Command of the Talent.”
7. United States Trademark Serial Number 85136242, registered July 12, 2011, for the word mark “Command of the Sale.”
8. United States Trademark Serial Number 77845307, registered August 2, 2011, for the word mark “Command of the Plan.”
9. United States Trademark Serial Number 85886388, registered April 8, 2014, for the word mark “Value Negotiation.”