

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM358722

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Share Rewards, LLC		10/14/2015	LIMITED LIABILITY COMPANY: TEXAS
RECEIVING PARTY DATA			
Name:	The Pursuant Group, Inc.		
Street Address:	5151 Belt Line Road		
Internal Address:	Suite 900		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75254		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4230572	SHAREREWARDS	
CORRESPONDENCE DATA			
Fax Number:	2142105941		
<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:	214-210-5940		
Email:	docket@grspc.com		
Correspondent Name:	Schultz & Associates, P.C.		
Address Line 1:	5400 LBJ Freeway		
Address Line 2:	Suite 1200		
Address Line 4:	Dallas, TEXAS 75240		
ATTORNEY DOCKET NUMBER:	65820.0119		
NAME OF SUBMITTER:	George R. Schultz		
SIGNATURE:	/george r. schultz/		
DATE SIGNED:	10/15/2015		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, SHARE REWARDS, LLC, is a Texas Limited Company, having its principal place of business at 855 E. Collins Blvd., Richardson, Texas 75081 (“Assignor”), is the owner of all right, title and interest in the trademark registration listed in Attachment A hereto;

WHEREAS, THE PURSUANT GROUP, INC., is a Delaware Corporation, having its principal place of business at 5151 Belt Line Road, Suite 900, Dallas, Texas 75254 (“Assignee”), desires to acquire the trademark registration;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns unto Assignee the full world-wide right, title and interest in and to the trademark registration, together with the goodwill symbolized by the said trademark registration.


IN TESTIMONY WHEREOF, SHARE REWARDS, LLC has caused this instrument to be signed by its duly authorized representative, and attested to this 14 day of OCTOBER 2015.

By: 

Printed Name: B. Williamson

Title: Sr. VP

ATTACHMENT A

<u>MARK</u>	<u>REG. NO.</u>	<u>SERIAL NO.</u>	<u>SERVICES</u>
	4,230,572	85/215,062	Cl. 35 - Administration of a consumer loyalty program to promote the goods and services of others