

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM368005

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BrightHouse, LLC		07/21/2015	LIMITED LIABILITY COMPANY: GEORGIA
RECEIVING PARTY DATA			
Name:	The Boston Consulting Group, Inc.		
Street Address:	One Beacon Street		
Internal Address:	10th Floor		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02108		
Entity Type:	CORPORATION: MASSACHUSETTS		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	2252739	BRIGHOUSE	
Registration Number:	3532357	BRIGHOUSE PICTURES	
Registration Number:	2241534	FOUR I'S	
Registration Number:	4074075	MASTER IDEA	
Registration Number:	3737609	SOULFUL EXCELLENCE	
Registration Number:	2342256	THE 4-I'S	
Registration Number:	2247285	THE IDEATION CORPORATION	
Serial Number:	86255418	BRIGHOUSE INTERNATIONAL CENTER FOR APP	
Serial Number:	86255516	BRIGHOUSE INTERNATIONAL CENTER FOR APP	
CORRESPONDENCE DATA			
Fax Number:	2027995000		
<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:	202-799-4000		
Email:	dctrademarks@dlapiper.com		
Correspondent Name:	Thomas E. Zutic		
Address Line 1:	DLA Piper LLP (US)		
Address Line 4:	Washington, D.C. 20004		

OP \$240.00 2252739

NAME OF SUBMITTER:	Thomas E. Zutic
SIGNATURE:	/Thomas E. Zutic/
DATE SIGNED:	01/05/2016
Total Attachments: 4 source=BrightHouse Trademark Assignment#page1.tif source=BrightHouse Trademark Assignment#page2.tif source=BrightHouse Trademark Assignment#page3.tif source=BrightHouse Trademark Assignment#page4.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made pursuant to, and effective as of, the date of execution of that certain Bill Of Sale and Assignment and Assumption Agreement (the "Effective Date"), between BrightHouse, LLC, a limited liability company of Georgia ("Assignor") and The Boston Consulting Group, Inc., a corporation of Massachusetts, having an address of 10th Floor, One Beacon Street Boston, MA 02108 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and affiliated applications and registrations therefor listed on the attached Schedule I (the "Marks"); and

WHEREAS, Assignor is desirous of assigning, and Assignee is desirous of obtaining, all right, title and interest in and to the Marks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys unto Assignee all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, the same to be held and enjoyed by Assignee for its own, and for the use and enjoyment of its successors, assigns and/or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made; together with all claims for damages by reason of past infringement of the Marks, with the right to sue for, and collect the same for its own use and behalf, and for the use on behalf of its successors, assigns, or other legal representatives.

[Signatures on following page]

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be duly executed as of the date set forth below.

ASSIGNOR:
BrightHouse, LLC

By: _____

Name: Joseph Reiman

Title: Managing Director

Date: 7-21-15

ASSIGNEE:
The Boston Consulting Group, Inc.

By: _____

Name: _____

Title: _____

Date: _____

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be duly executed as of the date set forth below.

ASSIGNOR:
BrightHouse, LLC

By: _____

Name: Joseph Reiman

Title: _____

Date: _____

ASSIGNEE:
The Boston Consulting Group, Inc.

By: 

Name: Michael Deimler

Title: Senior Partner and Managing Director

Date: 06/17/2015

SCHEDULE I

Trademarks Registrations

Mark	Registration Number	Registration Date
BRIGHHOUSE	2252739	06/15/1999
BRIGHHOUSE PICTURES	3532357	11/11/2008
FOUR I'S	2241534	04/27/1999
MASTER IDEA	4074075	12/20/2011
SOULFUL EXCELLENCE	3737609	01/12/2010
THE 4 I'S	2342256	04/18/2000
THE IDEATION CORPORATION	2247285	05/25/1999

Trademark Applications

Mark	Application Number	Filing Date
BRIGHHOUSE INTERNATIONAL CENTER FOR APPLIED PURPOSE	86255418	04/17/2014
BRIGHHOUSE INTERNATIONAL CENTER FOR APPLIED PURPOSE	86255516	04/17/2014

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