

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM406521

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
UNITED STUDENT AID FUNDS, INC.		11/01/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	STUDENT CONNECTIONS, LLC		
Street Address:	6405 CASTLEWAY COURT #100		
City:	INDIANAPOLIS		
State/Country:	INDIANA		
Postal Code:	46250		
Entity Type:	Limited Liability Company: OHIO		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	87106357	WHICHWAY	
Registration Number:	4537449	LIFE SKILLS	
Registration Number:	4537793	USA FUNDS LIFE SKILLS	
CORRESPONDENCE DATA			
Fax Number:	3179278279		
<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:	317-912-1331		
Email:	vic@im-iplaw.com		
Correspondent Name:	E. Victor Indiano		
Address Line 1:	9795 Crosspoint Blvd, Suite 185		
Address Line 4:	Indianapolis, INDIANA 46256		
NAME OF SUBMITTER:	E. Victor Indiano		
SIGNATURE:	/E. Victor Indiano/		
DATE SIGNED:	11/23/2016		
Total Attachments: 3			
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**TRADEMARK ASSIGNMENT
UNITED STUDENT AID FUNDS, INC.
FEDERAL AND CERTAIN COMMON LAW
TRADEMARKS AND SERVICE MARKS**

I. ASSIGNOR: United Student Aid Funds, Inc.
(A Delaware Corporation)
9998 Crosspoint Boulevard, Suite 400
Indianapolis, Indiana 46256

II. ASSIGNEE: Student Connections, LLC
(An Ohio Limited Liability Company)
6405 Castleway Court, #100
Indianapolis, Indiana 46250

III. THE "TRADEMARKS"

A. FEDERAL TRADEMARK APPLICATIONS AND REGISTRATIONS

Marks:	Mark:	WhichWay
	Serial No:	87106357
	Filing Date:	July 16, 2016
	Registration No:	
	Registration Date:	
	Mark:	Life Skills
	Serial No:	86092572
	Filing Date:	October 16, 2013
	Registration No:	4537449
	Registration Date:	May 27, 2014
	Mark:	USA Funds Life Skills
	Serial No:	86114823
	Filing Date:	November 10, 2013
	Registration No:	4537793
	Registration Date:	May 27, 2014

B. COMMON LAW TRADEMARKS AND SERVICE MARKS

Student Connections map point icon
Student Connections

Student Connections Borrower Connect
Student Connections Success Center
Life Skills Toolkit
Borrower Connect
USA Funds Borrower Connect
USA Funds Borrower Connect Advantage
USA Funds Borrower Connect Analyzer
USA Funds Borrower Connect In Touch
Borrower Connect Advantage
Borrower Connect Analyzer
Borrower Connect In Touch

The Assignor is either using or has a bona-fide intent to use the above-referenced trademarks, and is the owner of the trademarks, service marks, trademark and service mark applications and trademark and service mark registrations set forth above in Article III along with all of the goodwill appurtenant thereto (Collectively, the "Trademarks"). The Assignee is the successor in interest to the portion of the Assignor's business to which the Trademarks pertain, and desires to acquire the Trademarks together with the goodwill of the business with which said Trademarks are used, and the Assignor desires to assign all of its rights in the Trademarks, and the goodwill associated therewith to the Assignee.

NOW THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for one dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged by the Assignor, the Assignor by these presents, sells, transfers, conveys, and assigns unto Assignee its entire right, title and interest in and to all of said Trademarks identified herein, all Applications for Registration therefor, all Registrations issuing therefrom, the goodwill of the business in connection with which said Trademarks are used and which are symbolized by the Trademarks including the right to sue and collect all damages for any past infringements.

UNITED STUDENT AID FUNDS, INC. (the Assignor)

By: 

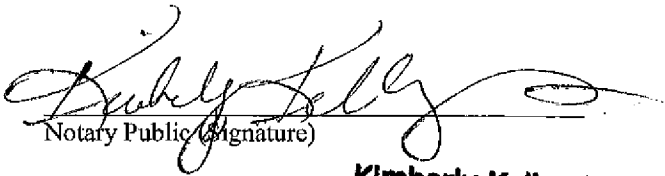
Printed Name: David B. Beadt

Title: E.V.P. + G.C.

Date: 11/1/16

STATE OF INDIANA)
COUNTY OF Hamilton) SS:

Before me, a Notary Public, within and for said County and State, personally appeared David B. Beadt and proved on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged that he executed the foregoing Assignment on the date set forth above. Witness my hand and Notarial Seal this 1st day of November, 2016.


Notary Public (Signature)

(Printed Name)

Kimberly Kelley Lucas
Hamilton County Resident
Commission Expires
August 21, 2024

My Commission Expires: _____

My County of Residence is: _____

STUDENT CONNECTIONS, LLC (the Assignee)

By: 

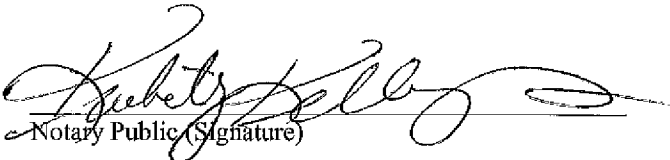
Printed Name: Jinee Majors

Title: Secretary

Date: 11-2-16

STATE OF INDIANA)
COUNTY OF Hamilton) SS:

Before me, a Notary Public, within and for said County and State, personally appeared Jinee Majors and proved on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged that he executed the foregoing Assignment on the date set forth above. Witness my hand and Notarial Seal this 2nd day of November, 2016.


Notary Public (Signature)

(Printed Name)

Kimberly Kelley Lucas
Hamilton County Resident
Commission Expires
August 21, 2024

My Commission Expires: _____

My County of Residence is: _____