

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM427178

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MARITZ MOTIVATION SOLUTIONS INC.		01/25/2017	Corporation: MISSOURI
RECEIVING PARTY DATA			
Name:	BRANDMOVERS, INC.		
Street Address:	590 Means St., Suite 250		
City:	ATLANTA		
State/Country:	GEORGIA		
Postal Code:	30318		
Entity Type:	Corporation: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4583124	3CHEERS	
CORRESPONDENCE DATA			
Fax Number:	3143457600		
<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:	3143457000		
Email:	kbastunas@senniger.com		
Correspondent Name:	Paul Fleischut - Senniger Powers LLP		
Address Line 1:	100 North Broadway, 17th Floor		
Address Line 4:	St. Louis, MISSOURI 63102		
NAME OF SUBMITTER:	Paul I. J. Fleischut		
SIGNATURE:	/paul fleischut/		
DATE SIGNED:	05/11/2017		
Total Attachments: 2			
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OP \$40.00 4583124

541 Exhibit 1 to Schedule 1.1(a)
542

543 Assignment of Trademark
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545 1. MARITZ MOTIVATION SOLUTIONS INC. of 1355 North Highway Drive, Fenton, Missouri 63099, a
546 corporation duly organized and existing under and by virtue of the laws of the state of Missouri (hereinafter
547 referred to as Assignor), has adopted and used in its business certain trademarks; and
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549 2. Assignor has certain registrations and applications throughout the world, including those listed below; and
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551 3. BrandMovers Inc. of 590 Means St., Suite 250, Atlanta, Georgia 30318, a Georgia corporation duly
552 organized and existing under and by virtue of the laws of the State of Georgia (hereinafter referred to as
553 Assignee), is desirous of acquiring the entire right, title and interest of Assignor in said trademarks and said
554 registrations and applications and the good will of the business in connection with which said trademarks are
555 used;
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557 4. In consideration of the sum one dollar (\$1.00) and other good and valuable consideration by Assignee to
558 Assignor in hand paid, receipt of all of which is hereby acknowledged, Assignor has agreed to and does hereby
559 sell, assign and transfer unto Assignee, its successors and assigns, all of Assignor's right, title and interest
560 throughout the world in and to said trademarks and said registrations and applications together with the good
561 will of the business in connection with which said trademarks are used, and together with full right to sue for
562 and recover all profits and damages recoverable from past infringements of said trademarks; including
563 specifically, without limiting the generality of the foregoing, the United States registrations and applications
564 listed below.
565

566 5. The Trademark registrations and applications a set forth in Section 6 below, shall be held and enjoyed by
567 Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by
568 Assignor had this sale and assignment not been made.
569

570 6. TRADEMARK REGISTRATION IS AS FOLLOWS:
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572 Registration Number: 4,583,124
573 Registration Date: 08 12 14
574 Trademark: 3Cheers
575

576 7. A copy of the Registration certificate is attached to this Assignment of Trademark as Attachment 1.
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578 8. IN WITNESS WHEREOF, Assignor has caused these presents to be executed by its officers thereunto duly
579 authorized.
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581 Maritz Motivation Solutions Inc.
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583 Signature: 
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585 Name: MARK BARBEL
586 Title: SVP
587 Date: 1-25-17
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Attachment 1
To Exhibit 1 to Schedule 1.1(a)

3Cheers Trademark Registration Certificate

United States of America
United States Patent and Trademark Office

3CHEERS

Reg. No. 4,583,124

Registered Aug. 12, 2014

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

MARITZ HOLDINGS INC. (MISSOURI CORPORATION)
1375 NORTH HIGHWAY DRIVE
FESTON, MO 63099

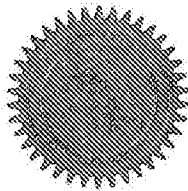
FOR: CREATING, PROMOTING, CONDUCTING AND ADMINISTERING EMPLOYEE MOTIVATION PROGRAMS, EMPLOYEE PERFORMANCE IMPROVEMENT PROGRAMS AND EMPLOYEE RECOGNITION PROGRAMS IN THE NATURE OF RECOGNITION AND INCENTIVES BY WAY OF AWARDS TO RECOGNIZE AND PROMOTE EXCELLENCE IN THE FIELD OF JOB PERFORMANCE, IN CLASS 35 (U.S. CLS. 100, 101 AND 102)

FIRST USE 6-1-2013; IN COMMERCE 6-1-2013

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 86-862,656, FILED 9-12-2013

DARRYL SPRUELL, EXAMINING ATTORNEY



Michelle K. Lee
Deputy Director of the United States
Patent and Trademark Office

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