

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM465515

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Thrive Forward LLC		02/15/2018	Limited Liability Company: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	World Business Chicago		
<b>Street Address:</b>	177 N. State St., Suite 500		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60601		
<b>Entity Type:</b>	Not for profit corporation: ILLINOIS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4879522	CHICAGO MADE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3128966289		
<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>			
<b>Phone:</b>	312-201-2975		
<b>Email:</b>	ipdocket-chi@lockelord.com		
<b>Correspondent Name:</b>	David T. Van Der Laan		
<b>Address Line 1:</b>	111 S. Wacker Dr.		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>ATTORNEY DOCKET NUMBER:</b>	994000000070		
<b>NAME OF SUBMITTER:</b>	Ingrid J. Scheckel		
<b>SIGNATURE:</b>	/Ingrid J. Scheckel/		
<b>DATE SIGNED:</b>	03/14/2018		
<b>Total Attachments: 3</b>			
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OP \$40.00 4879522

**TRADEMARK ASSIGNMENT**

This TRADEMARK ASSIGNMENT (this "Assignment Agreement") is entered into as of the date of the last signature below (the "Effective Date") by and between Thrive Forward LLC ("Assignor") and World Business Chicago ("Assignee").

**RECITALS**

WHEREAS, Assignor wishes to assign, transfer and convey to Assignee to acquire all of Assignor's right, title and interest in and to the trademark listed below, together with the U.S. Trademark Registration listed below and the goodwill of the business connected with and symbolized thereby (collectively, the "Assigned Mark"):

<u>Trademark</u>	<u>Jurisdiction</u>	<u>Registration No.</u>
	United States	4,879,522

WHEREAS, Assignor and Assignee are parties to a Settlement Agreement dated as of February 8, 2018 (the "Settlement Agreement"), pursuant to which the parties resolved claims brought in and related to a cancellation action entitled World Business Chicago v. Thrive Forward LLC, Cancellation No. 92066044, pending before the Trademark Trial and Appeal Board;

WHEREAS, the Settlement Agreement requires the execution of this Assignment Agreement by the parties hereto;

NOW, THEREFORE, in consideration of the premises, covenants, and agreements set forth hereinfor good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereto agree as follows:

**1. ASSIGNMENT**

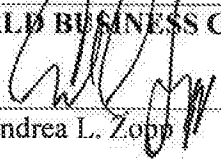
Assignor hereby assigns, transfers and conveys to Assignee all rights, title and interest in, to and under the Assigned Marks, and any derivation thereof together with all associated common law rights, the goodwill of the business symbolized thereby, and all rights and privileges granted and secured thereby, including, without limitation, the right to sue and recover (and the right to damages and payments for) any past, present, or future infringements of the Assigned Marks, as well as the right to seek any and all remedies available at law or in equity, and any and all corresponding rights that, now or hereafter, may be secured throughout the world, the same to be held and enjoyed by

Assignee as fully and entirely as the same would have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

**2. PAYMENT**

Within 30 days of the execution of this Assignment Agreement, Assignee shall pay to Assignor a sum of \$7,000.

IN WITNESS HEREOF, WORLD BUSINESS CHICAGO and THRIVE FORWARD LLC execute this Assignment Agreement, effective as of the date set forth below.


WORLD BUSINESS CHICAGO	THRIVE FORWARD LLC
By:  Andrea L. Zopp	By: _____
Its: <u>President &amp; CEO</u>	Its: _____
Dated: <u>2-8-19</u>	Dated: _____

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WORLD BUSINESS CHICAGO	THRIVE FORWARD LLC
By: _____ Andrea L. Zopp	By:  _____
Its: <u>President &amp; CEO</u>	Its: <u>OWNER</u>
Dated: _____	Dated: <u>15 Feb 2018</u>