

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM472305

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900444318		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Pennington & Company		02/22/2018	Corporation: KANSAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Pennington & Company Fundraising, LLC		
<b>Street Address:</b>	501 Gateway Drive, Suite A		
<b>City:</b>	Lawrence		
<b>State/Country:</b>	KANSAS		
<b>Postal Code:</b>	66049		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4398653	PENNINGTON & COMPANY	
<b>Registration Number:</b>	4398654	PENNINGTON & COMPANY	
<b>Registration Number:</b>	4297898	PENNINGTON & COMPANY	
<b>Registration Number:</b>	4292055	RAISING YOUR EXPECTATIONS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7027911912		
<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>	702-791-0308		
<b>Email:</b>	tip@nevadafirm.com		
<b>Correspondent Name:</b>	James D. Boyle, Esq.		
<b>Address Line 1:</b>	400 South Fourth Street, Third Floor		
<b>Address Line 2:</b>	Holley Driggs Walch Fine Wray Puzey & Th		
<b>Address Line 4:</b>	Las Vegas, NEVADA 89101		
<b>ATTORNEY DOCKET NUMBER:</b>	08542-01		
<b>NAME OF SUBMITTER:</b>	James D. Boyle		
<b>SIGNATURE:</b>	/James D. Boyle/		
<b>DATE SIGNED:</b>	05/02/2018		

**Total Attachments: 4**

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**INTELLECTUAL PROPERTY ASSIGNMENT**

This Intellectual Property Assignment (the "Assignment") is made effective as of the 18<sup>th</sup> day of APRIL, 2017 ("Effective Date") by Pennington & Company, a Kansas corporation (the "Assignor") for the benefit of Pennington & Company Fundraising, LLC, a Delaware limited liability company ("the Assignee").

In accordance with the covenants and terms set forth herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, transfers, conveys, and delivers to the Assignee, as a successor-in-interest to the business of Assignor, all rights, titles, interests, and claims owned or held by the Assignor and used or useful pursuant to, related to, or arising from the registered marks PENNINGTON & COMPANY® and RAISING YOUR EXPECTATIONS® as identified in the mark registrations set forth on Exhibit "A" (collectively, the "Marks") wherever located, whether tangible and intangible, real, personal or mixed, or portion thereof, to which the Marks pertain, to the extent ongoing and existing, any and all goodwill associated with such Marks, all variants thereto, the right to registrations, renewals, reissues, and extensions of such Marks, and the right to sue and recover from any third party for any past and/or continuing infringements or contract breaches, said rights, titles, licenses and interests to be held and enjoyed by the Assignee, for the Assignee's own use and benefit and for the use and benefit of the Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this sale, conveyance, transfer and assignment had not been made.

IN WITNESS WHEREOF, the Assignor hereby executes this Assignment on this 22<sup>nd</sup> day of February, 2018.

ASSIGNOR:  
Pennington & Company, a Kansas corporation

By:   
\_\_\_\_\_  
John J. Ziegelmeyer  
Its: Executive Vice President

EXHIBIT A  
Mark Registrations

PENNINGTON & COMPANY, U.S. Reg. No. 4,398,653 in Class 16 for “Publications, namely, newsletters, magazines, brochures, and pamphlets in the field of collegiate social associations.”

PENNINGTON & COMPANY, U.S. Reg. No. 4,398,654 in Class 35 for “Advertising and marketing services; business consulting services in the field of collegiate social associations; and public relations.”

PENNINGTON & COMPANY, U.S. Reg. No. 4,297,898 in Class 36 for “Charitable fundraising services; and consulting in the field of charitable fundraising.”

RAISING YOUR EXPECTATIONS, U.S. Reg. No. 4,292,055 in Class 36 for “Charitable fundraising services; and consulting in the field of charitable fundraising.”



**UNITED STATES PATENT AND TRADEMARK OFFICE**

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

April 12, 2018

PTAS

JAMES D. BOYLE, ESQ.  
400 SOUTH FOURTH STREET, THIRD FLOOR  
HOLLEY DRIGGS WALCH FINE WRAY PUZEY &  
TH  
LAS VEGAS, NV 89101



900444318

United States Patent and Trademark Office  
Notice of Non-Recordation of an Assignment Document

The enclosed document has been examined and found non-recordable by the Assignment Recordation Branch of the U.S. Patent and Trademark Office. The reason(s) for non-recordation are stated below:

1. Document submitted for recordation is not acceptable. Change the nature of conveyance from Entity conversion to assignment.

Documents being resubmitted for recordation must reflect the corrected information to be recorded, the Document ID number referenced above and all pages from this submitted document. The original date of filing of this assignment document will be maintained if resubmitted with the appropriate correction(s) by **Monday, May 14, 2018**, as outlined under 37 CFR 3.51. The resubmitted document must include a stamp with the official date of receipt under 37 CFR 3. Applicants may use the certified procedures under 37 CFR 2.197 or 2.198 for resubmission of the returned papers if they desire to have the benefit of the date of deposit in the United States Postal Service.

To file the resubmission electronically, navigate to the ETAS website at <http://etas.uspto.gov>, click the Start Resubmission button and enter the following information:

**Document ID: 900444318**

**Access Code: QY06CDYZ3A0R0T9**

To file the resubmission in paper, send documents to: U.S. Patent and Trademark Office, Mail Stop: Assignment Recordation Branch, P.O. BOX 1450, Alexandria, VA 22313. If you have any questions regarding this notice, you may contact the Assignment Recordation Branch at 571-272-3350.

SHARON LATIMER  
ASSIGNMENT RECORDATION BRANCH  
PUBLIC RECORDS DIVISION