

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM474770

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Silver Spruce Holding, LLC		01/01/2018	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Force Management Holdings I, LLC		
Street Address:	10815 Sikes Place		
Internal Address:	Suite 200		
City:	Charlotte		
State/Country:	NORTH CAROLINA		
Postal Code:	28277		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	3969778	COMMAND OF THE TALENT	
Registration Number:	3992624	COMMAND OF THE SALE	
Registration Number:	3043607	WHERE STRATEGY MEETS EXECUTION	
Registration Number:	3043608	FORCEMANAGEMENT	
Registration Number:	3479136	SALES EFFECTIVENESS FRAMEWORK	
Registration Number:	3793024	MANAGEMENT OPERATING RHYTHM	
Registration Number:	3929561	COMMAND OF THE MESSAGE	
Registration Number:	4006752	COMMAND OF THE PLAN	
Registration Number:	4509374	X VALUENEGOTIATION	
Registration Number:	3047640	X	
CORRESPONDENCE DATA			
Fax Number:			
<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:	317.407.5260		
Email:	alastair.warr@fisherbroyles.com		
Correspondent Name:	Alastair J. Warr		
Address Line 1:	P.O. Box 666		

OP \$265.00 3969778

Address Line 4:	Zionsville, INDIANA 46077
NAME OF SUBMITTER:	Alastair J. Warr
SIGNATURE:	/Alastair J. Warr/
DATE SIGNED:	05/21/2018
Total Attachments: 3 source=20180101 SS TM assignment Force Management#page1.tif source=20180101 SS TM assignment Force Management#page2.tif source=20180101 SS TM assignment Force Management#page3.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (the "Assignment") is executed effective January 1, 2018, by Silver Spruce Holding, LLC, a Delaware limited liability company ("Assignor"), in favor of Force Management Holdings I, LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor owns all the right, title and interest in and to the trademark applications and trademark registrations identified in Schedule I and the trademarks that are the subject of such trademark applications and trademark registrations (collectively, the "Trademarks, Applications and Registrations"), together with the goodwill of the business associated therewith; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks, Applications and Registrations, and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Assignor conveys and assigns to Assignee, free and clear of all liens, claims, mortgages, security interests, encumbrances and pledges, all of its right, title and interest in and to the Trademarks, Applications and Registrations, in the United States and all jurisdictions outside the United States (including all common law rights in and to such Trademarks, Applications and Registrations, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks, Applications and Registrations, and any priority right that may arise from use of the Trademarks, Applications and Registrations), and all goodwill of the business represented and symbolized thereby with all rights to sue and recover damages and/or profits for past infringements, the same to be held and enjoyed by Assignee, its successors and assigns as fully and entirely as said interest could have been held and enjoyed by Assignor had this conveyance and assignment not been made.

Assignor further agrees, without further consideration, to promptly cause to be performed such lawful acts and to be executed such further assignments and other lawful documents as Assignee may reasonably request to effectuate fully this Assignment and to permit Assignee to be duly recorded in all applicable jurisdictions as the registered owner and proprietor of the rights hereby conveyed.

[Signature page follows]

IN WITNESS WHEREOF, the Assignor and Assignee have executed this Trademark Assignment as of the date first written above.

FORCE MANAGEMENT HOLDINGS I,
LLC

By: Grant Wilson

Name: Grant Wilson

Its: CEO

SILVER SPRUCE HOLDING, LLC

By: Courtney T. Mohr

Name: Courtney T. Mohr

Its: CEO

Schedule 1

Mark	Proprietary Right	Regn #	Regn Date
Command of the Talent	Registered Trademark	3969778	5/31/2011
Command of the Sale	Registered Trademark	3992624	7/12/2011
Where Strategy Meets Execution	Registered Trademark	3043607	1/17/2006
ForceManagement	Registered Trademark	3043608	11/7/2006
Sales Effectiveness Framework	Registered Trademark	3479136	8/5/2008
Management Operating Rhythm	Registered Trademark	3793024	5/25/2010
Command of the Message	Registered Trademark	3929561	3/8/2011
Command of the Plan	Registered Trademark	4006752	8/2/2011
Value Negotiation	Registered Trademark	4509374	4/8/2014
Command Center Trademark FTK	Unregistered Trademark		
X	Registered Trademark	3047640	1/24/2006

TRADEMARK