

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM559523

|   |  |                                 |                       |
|---|--|---------------------------------|-----------------------|
| <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>    |
| Collarelli, Meyer & Associates, Inc.  |  | 01/01/2020                      | Corporation: MISSOURI |
| <b>RECEIVING PARTY DATA</b>   |  |                                 |                       |
| <b>Name:</b>  | CMA Global, Inc.                                   |                                 |                       |
| <b>Street Address:</b>  | 7751 Carondelet Avenue                             |                                 |                       |
| <b>Internal Address:</b>  | Suite 200  |                                 |                       |
| <b>City:</b>  | Clayton  |                                 |                       |
| <b>State/Country:</b>   | MISSOURI   |                                 |                       |
| <b>Postal Code:</b>   | 63105  |                                 |                       |
| <b>Entity Type:</b>   | Corporation: MISSOURI                              |                                 |                       |
| <b>PROPERTY NUMBERS Total: 2</b>  |  |                                 |                       |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>                |                       |
| <b>Registration Number:</b>   | 3250860  | MARKETPLACE ORGANIZATION PEOPLE |                       |
| <b>Registration Number:</b>   | 3215010  | THE POWER OF ALIGNMENT          |                       |
| <b>CORRESPONDENCE DATA</b>  |  |                                 |                       |
| <b>Fax Number:</b>  | 3142311776   |                                 |                       |
| <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>   | 314-889-8000                                       |                                 |                       |
| <b>Email:</b>   | uspt@polsinelli.com                                |                                 |                       |
| <b>Correspondent Name:</b>  | Matthew J. Smith                                   |                                 |                       |
| <b>Address Line 1:</b>  | 100 S. Fourth Street                               |                                 |                       |
| <b>Address Line 2:</b>  | Suite 1000   |                                 |                       |
| <b>Address Line 4:</b>  | St. Louis, MISSOURI 63102                          |                                 |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 047472-105047                                      |                                 |                       |
| <b>NAME OF SUBMITTER:</b>   | Matthew J. Smith                                   |                                 |                       |
| <b>SIGNATURE:</b>   | /Matthew J. Smith/                                 |                                 |                       |
| <b>DATE SIGNED:</b>   | 01/29/2020   |                                 |                       |
| <b>Total Attachments: 4</b>   |  |                                 |                       |
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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment"), effective as of January 1, 2020 (the "Effective Date"), is made by and between COLARELLI, MEYER & ASSOCIATES, INC. ("Assignor"), and CMA GLOBAL, INC. ("Assignee").

### RECITALS:

- A. Assignor is the owner of record of the trademark registrations listed on Exhibit A (the "Trademarks").
- B. Assignee desires to acquire all of Assignor's entire right, title, and interest in and to the Trademarks, together with whatever goodwill is associated with the Trademarks.
- C. Assignor desires to transfer to Assignee all of Assignor's rights in the Trademarks.

### AGREEMENTS:

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor does hereby sell, assign, transfer, convey and set over unto Assignee all rights, title, and interest in and to the Trademarks, together with all other goodwill associated with the Trademarks, including, but not limited to, any and all rights to register and to renew the Trademarks, together with all rights to sue and recover for past, present and future infringement thereof, to have and to hold forever for the sole and exclusive use and benefit of Assignee.
2. As a result of this Assignment, the Trademarks are to be held and enjoyed by Assignee for its own use and enjoyment and the use and enjoyment of its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment, sale, conveyance, and transfer had not been made.
3. Assignor further covenants and agrees that it shall, at any time, upon Assignee's request, testify in any legal proceeding, execute and deliver, at Assignee's sole cost and expense, any agreement, document, certificate or instrument and generally do all that is possible or that may be necessary or desirable to perfect the title to the Trademarks in Assignee and its successors and assigns.
4. If applicable, Assignor hereby authorizes and requests the United States Patent and Trademarks Office to record Assignee as owner of the Trademarks.
5. This Assignment constitutes the entire understanding between the parties with respect to the subject matter of this Assignment and supersedes any prior discussions, negotiations, agreements and understandings.

6. This Assignment shall be governed and controlled in all respects by the laws of the State of Missouri, including interpretation, enforceability, validity and construction, without regard to any conflict of law provisions.

7. This Assignment may be executed in one or more counterparts, each of which will be deemed an original agreement, but all of which will be considered one instrument and will become a binding agreement when one or more counterparts have been signed by each of the parties and delivered to the other. A facsimile of this document bearing a party's signature or a printed copy of the original, signed document scanned in .pdf or .tiff format shall have the same legal force and effect as an original of such signature and shall be treated as an original document for evidentiary purposes.

8. The parties represent that they have carefully read this Assignment and have had an opportunity to consult with an attorney. The parties affirmatively state that they understand the contents of this Assignment, and sign this Assignment as their free act and deed.

*[Signatures on the following page]*

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed as of the Effective Date.

ASSIGNOR:

COLARELLI, MEYER & ASSOCIATES, INC.

By: 

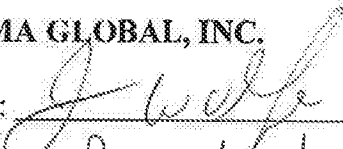
Title: President

Dated: 1-9-2020

ASSIGNMENT ACCEPTED:

ASSIGNEE:

CMA GLOBAL, INC.


By: 

Title: President

Dated: 1-9-2020

[Signature Page to Trademark Assignment]

**EXHIBIT A  
TRADEMARKS**

| Mark/Name/AN/RN  | Full Goods/Services  | Owner Information   |
|--|--|---|
| <p><u>MARKETPLACE ORGANIZATION PEOPLE and Design</u></p>  <p>RN: 3250860<br/>SN: 78780409</p> | <p>(Int'l Class: 35)<br/>business management consulting services, namely strategic and business planning, succession planning, annual goal setting; customer and employee surveys; organizational assessment, design and restructuring; development of role/job descriptions, development of management systems and processes, development of performance indicators and selection systems, and assessments for selection, promotion, development and career planning; team building, personal job counseling and leadership development</p> | <p>Colarelli, Meyer &amp; Associates, Inc.<br/>(Missouri Corp.)<br/>7751 Carondelet Avenue St. Louis Missouri 63105</p> |
| <p><u>THE POWER OF ALIGNMENT</u><br/>RN: 3215010<br/>SN: 78714509</p>  | <p>(Int'l Class: 35)<br/>business management consulting services, namely strategic and business planning, succession planning, annual goal setting; customer and employee surveys; organizational assessment, design and restructuring; development of role/job descriptions, development of management systems and processes, development of performance indicators and selection systems, and assessments for selection, promotion, development and career planning; team building, personal job counseling and leadership development</p> | <p>Colarelli, Meyer &amp; Associates, Inc.<br/>(Missouri Corp.)<br/>7751 Carondelet Avenue St. Louis Missouri 63105</p> |