

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM588013

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
National Certification Board for Alzheimers Care, Inc.		07/17/2020	Corporation: ILLINOIS
RECEIVING PARTY DATA			
Name:	Meaningful Measurement, Inc.		
Street Address:	3170 North Sheridan Road		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60657		
Entity Type:	Corporation: ILLINOIS		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3801512	CRTS	
Registration Number:	3826787	CRTS	
Registration Number:	5089420	CERTIFIED ALZHEIMER CAREGIVER (CAC)	
Registration Number:	5089423	CAED	
Registration Number:	5076634	NCBAC NATIONAL CERTIFICATION BOARD FOR A	
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:	3122241542		
Email:	mcardrot@wilcoxip.com		
Correspondent Name:	Mary A. Cadrot		
Address Line 1:	20 North Wacker Drive		
Address Line 2:	Suite 1000		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Mary A. Cadrot		
SIGNATURE:	/Mary A. Cadrot/		
DATE SIGNED:	07/22/2020		
Total Attachments: 2			

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TRADEMARK ASSIGNMENT

This Trademark Assignment is made and entered into as of the 17th day of July, 2020 (the "Effective Date") by and between National Certification Board for Alzheimers Care, Inc., an Illinois corporation with its address at 3170 N. Sheridan Road #1008, Chicago, IL ("Assignor"), and Meaningful Measurement, Inc., an Illinois corporation with its address at 3170 N. Sheridan Road #1008, Chicago, IL ("Assignee").


WHEREAS, Assignor is the common law owner and registrant of the trademarks shown in Exhibit A hereto, including the goodwill symbolized thereby (the "Trademarks").

WHEREAS, Assignor has agreed to assign and transfer to Assignee and Assignee has agreed to accept all of Assignor's rights of any kind in and to the Trademarks and goodwill of the business connected therewith.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title, and interest in and to the Trademarks and the goodwill of the business symbolized thereby, including the right to sue and recover for past infringement.

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

**National Certification Board
For Alzheimers Care, Inc. (Assignor)**

By: 

Donna Surges Tatum
Title: President

Meaningful Measurement, Inc. (Assignee)

By: 

Donna Surges Tatum
Title: CEO

Exhibit A – Trademarks Assigned

Country	Trademark	No.
Canada		Reg. TMA987327
Canada	CAEd	Reg. TMA989389
Canada		Reg. TMA989388
Canada	CAC	App. No. 1906291
U.S.		Reg. 3801512
U.S.	CRTS	Reg. 3826787
U.S.	CERTIFIED ALZHEIMER CAREGIVER (CAC)	Reg. 5089420
U.S.	CAEd	Reg. 5089423
U.S.		Reg. 5076634