

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM617645

<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>
Chris John		08/21/2020	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Adduco Media, LLC		
<b>Street Address:</b>	1250 East 200 South, Suite 3A		
<b>City:</b>	Lehi		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84043		
<b>Entity Type:</b>	Limited Liability Company: UTAH		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2299314	BENEFITS.COM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9493096495		
<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>	949-309-6495		
<b>Email:</b>	jharrison@arcuslaw.com		
<b>Correspondent Name:</b>	Jeff Harrison		
<b>Address Line 1:</b>	2225 E. Bayshore Road, Suite 200		
<b>Address Line 2:</b>	Arcus LLC		
<b>Address Line 4:</b>	Palo Alto, CALIFORNIA 94303		
<b>NAME OF SUBMITTER:</b>	Jeff Harrison		
<b>SIGNATURE:</b>	/jeff harrison/		
<b>DATE SIGNED:</b>	12/30/2020		
<b>Total Attachments: 2</b>			
source=Adduco TM Assignment#page1.tif			
source=Adduco TM Assignment#page2.tif			

OP \$40.00 2299314

TRADEMARK ASSIGNMENT AGREEMENT

ASSIGNMENT OF RIGHTS IN  
TRADEMARK REGISTRATION NO. 2299314

This Trademark Application Assignment Agreement (the "Agreement") is made as of August 21, 2020 (the "Effective Date"), between Chris John, an individual (the "Assignor") and Adduco Media, LLC (the "Assignee").

WHEREAS, Assignor is owner of the benefits.com trademark, as described in the U.S. Trademark Registration No. 2299314, filed on December 3, 1997, and as described in the attachment hereto listed as Exhibit A (the "Trademark").

WHEREAS, the Assignee wishes to acquire the Assignor's rights in the Trademark listed in this Agreement.

NOW, THEREFORE, in consideration of \$1 00 and for valuable consideration paid to Assignor by Assignee, the receipt of which is acknowledged, the parties agree as follows:

Assignor hereby conveys, transfers, and assigns to the Assignee all of the Assignor's right, title, and interest of whatever kind in the Trademark, together with

- 1) the goodwill of the business relating to the products and services on which the Trademark is used and for which it is registered; and
- 2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Trademark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Trademark; and
- 3) all rights to sue for past, present and future infringement or misappropriations of the Trademark.

The Assignor further covenants that it will take all actions that may be necessary for securing, completing, or vesting in the Assignee full right, title, and interest in the Trademark and its related property.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be duly executed as of the date first above written.

ASSIGNOR:

ASSIGNEE:

Adduco Media, LLC

By: 

By: 

Name: Chris John

Name: David Parkerson

Title: Manager



# Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Fri Mar 23 03:31:02 EDT 2018

Please logout when you are done to release system resources allocated for you.

List At:   to record: **Record 8 out of 8**

( Use the "Back" button of the Internet Browser to return to TESS)

## Typed Drawing

**Word Mark** BENEFITS.COM  
**Goods and Services** IC 036, US 100 101 102, G & S: Administration of employee benefit plans. FIRST USE: 19940613, FIRST USE IN COMMERCE: 19940613  
**Mark Drawing Code** (1) TYPED DRAWING  
**Serial Number** 75399529  
**Filing Date** December 3, 1997  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** September 21, 1999  
**Registration Number** 2299314  
**Registration Date** December 14, 1999  
**Owner** (REGISTRANT) Resource Financial Group, Inc. CORPORATION TEXAS 1700A West 8th Street Austin TEXAS 78703  
 (LAST LISTED OWNER) JOHN, CHRISTOPHER D. H., MR. INDIVIDUAL UNITED STATES P.O. BOX 7369 PMB #509 BRECKENRIDGE COLORADO 80424  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** J NEVIN SHAFFER JR  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL-2(F)  
**Affidavit Text** SECT 15, SECT 8 (6-YR), SECTION 8(10-YR) 20090915.  
**Renewal** 1ST RENEWAL 20090915  
**Live/Dead Indicator** LIVE