

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM642941

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Why What How, LLC		04/28/2021	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Covey/Link, LLC		
Street Address:	2460 North Canyon Road		
City:	Provo		
State/Country:	UTAH		
Postal Code:	84604		
Entity Type:	Limited Liability Company: UTAH		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	90187600	MOMENT OF TRUST	
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:	8016554777		
Email:	ronald.thurman@dentons.com		
Correspondent Name:	Richard L. Hill		
Address Line 1:	3301 N. Thanksgiving Way, suite 400		
Address Line 4:	Lehi, UTAH 84043		
NAME OF SUBMITTER:	Richard L. Hill		
SIGNATURE:	/Richard L. Hill/		
DATE SIGNED:	04/28/2021		
Total Attachments: 1			
source=Moment of Trust Assignment.fully executed.April 28, 2021#page1.tif			

OP \$40.00 90187600

TRADEMARK AND TRADE NAME ASSIGNMENT


This Assignment is effective on the date of the signatures given hereunder, by and between **Why What How, LLC**, a North Carolina limited liability company, having a business address at 16140 Calverie Court, Charlotte, North Carolina 28278 ("Assignor"); and **Covey/Link, LLC**, a Utah limited liability company, having a business address at 2460 North Canyon Road, Provo, Utah 84604 (hereinafter "Assignee").

Whereas, Assignor represents that he is the owner of the trademark and trade name of **MOMENT OF TRUST**, including without limitation **U.S. Trademark Serial No. 90187600** (hereinafter collectively referred to as "Trademark Rights"), and Assignee is desirous of obtaining all of Assignor's right, title and interest in and to said Trademark Rights and said corresponding trademark applications, common law rights and goodwill associated therewith.

Now therefore, for and in consideration of One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and deliver to Assignee, its successors, assigns and legal representatives, its full and exclusive right, title and interest in and to said Trademark Rights, in the U.S.A. and in all foreign countries, together with any other registrations, recordals, applications, common law rights and the goodwill of the business symbolized by said Trademark Rights and associated therewith.

Assignor agrees to communicate with Assignee any facts known to it relating to said Trademark Rights, and will, upon request, transfer all files to Assignee, testify in any legal proceedings, sign all lawful papers, execute all trademark filing and prosecution documents and generally do all other acts necessary or expedient to assist and enable Assignee to obtain and enforce full benefits from the right, title and interest herein assigned. This assignment shall be binding upon and inure to the benefit of Assignor's executors, administrators, and/or assigns.

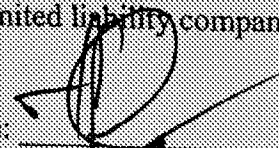
Why What How, LLC
a North Carolina limited liability company

Signature: 
John Dustin Holcomb

Title: Owner / CEO

Accepted by:

Covey/Link, LLC
a Utah limited liability company

Signature: 
Stephen M.R. Covey

Title: CEO