

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM659395

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ross Elliot Hamilton		06/23/2021	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Connected Investors, Inc.		
Street Address:	254 N. Front Street		
Internal Address:	Suite 100		
City:	Wilmington		
State/Country:	NORTH CAROLINA		
Postal Code:	28401		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5715404	CI	
Registration Number:	4104719	CONNECTED INVESTORS	
CORRESPONDENCE DATA			
Fax Number:	8443978265		
<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:	9198294296		
Email:	tmgroup@hutchlaw.com		
Correspondent Name:	Trevor P. Schmidt		
Address Line 1:	701 Corporate Center Drive		
Address Line 2:	Suite 250		
Address Line 4:	Raleigh, NORTH CAROLINA 27607		
ATTORNEY DOCKET NUMBER:	CINV.00002		
NAME OF SUBMITTER:	Trevor P. Schmidt		
SIGNATURE:	/Trevor P. Schmidt/		
DATE SIGNED:	07/12/2021		
Total Attachments: 4			
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EXHIBIT B

TRADEMARK ASSIGNMENT

This Trademark Assignment (“**Assignment**”) is made and entered into as of June 23, 2021 by and between Connected Investors, Inc., a Delaware corporation (“**Assignee**”) and Ross Elliot Hamilton (“**Assignor**”).

WHEREAS, Assignor acknowledges that his assignment of all rights, title, and interest in the Marks (defined below) is a condition of the Securities Purchase Agreement (the “**Purchase Agreement**”) among First American Data Co., LLC, Delaware limited liability company, CI Holding Company, Inc., a Delaware corporation (the “**Seller**”), and Assignor, the sole stockholder of the Seller, where Assignor shall receive a portion of the purchase price; and

WHEREAS, Assignee desires to acquire Assignor’s entire right, title and interest in and to such Marks;

NOW, THEREFORE, in consideration of mutual covenants and agreements set forth herein and in the Purchase Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be bound hereby, the parties hereto agree as follows:

1. **ASSIGNMENT.** Assignor hereby irrevocably and unconditionally sells, conveys, transfers, delivers, and assigns to Assignee all of Assignor’s right, title and interest in and to the trademarks and service marks set forth on Schedule A (including all common law rights and applications and registrations for the foregoing and the right to claim priority to the same and all renewals thereof) (the “**Marks**”), together with the goodwill of the business symbolized by and associated with the Marks, same to be held by Assignee for Assignee’s own use and enjoyment, and for the use and enjoyment of Assignee’s successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made; together with all rights to income, royalties, and license fees deriving from the Marks, all claims for damages by reason of past, present and future infringements of the Marks and the right to sue for and collect such damages, as permitted under the applicable laws for any jurisdiction or country in which such claims may be asserted for the use and benefit of Assignee and its successors, assigns and other legal representatives.

2. **ASSISTANCE.** From time to time hereafter, and without further consideration, Assignor agrees to perform all acts reasonably necessary to permit and assist Assignee in perfecting and enforcing the full benefits, enjoyment, rights, title and interest throughout the world in the Marks, and the intellectual property rights therein assigned to Assignee hereunder. Such acts may include execution of documents, including any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith, and assisting and cooperating in the registration and enforcement of applicable intellectual property rights or other legal proceedings, as may be reasonably necessary to perfect such benefits, enjoyment, rights, title and interest in Assignee.

3. **RECORDATION.** Assignor authorizes the U.S. Commissioner for Trademarks at the U.S. Patent and Trademark Office (the “**PTO**”) and any other governmental officials of any trademark office worldwide to record and register this Trademark Assignment (or a redacted version thereof) upon request by Assignee, its successors or assigns.

4. **GENERAL.**

3.1 Severability. In the event that any provision or term of this Assignment, or any word, phrase, clause, sentence or other portion thereof is held to be unenforceable or invalid for any reason, such provision or portion thereof will be modified or deleted in such a manner as to make this Assignment, as modified, legal and enforceable to the fullest extent permitted under applicable laws.

3.2 Entire Agreement. This Assignment, including the schedule attached hereto and other agreements and documents referred to herein, contains the entire agreement and understanding of the parties hereto with respect to its subject matter and supersedes all prior and contemporaneous agreements and understandings, oral and written, among the parties with respect to such subject matter. To the extent any provision of this Assignment conflicts with any provision of the Agreement, the Agreement will govern.

3.3 Successors and Assigns. This Assignment shall inure to the benefit of and be binding upon the parties hereto and their respective successors and permitted assigns. This Assignment and the rights and obligations hereunder shall be assignable by Assignee without the written consent of Assignor.

3.4 Governing Law. This Assignment shall be governed by and construed in accordance with the internal laws (and not the law of conflicts) of the State of Delaware, regardless of the laws that might otherwise govern under applicable principles of conflicts of laws.

[Signature Page Follows]

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

IN WITNESS WHEREOF, each of the parties hereto has executed this Assignment, or has caused this Assignment to be executed on its behalf by a representative duly authorized, all as of the date first above set forth.

“Assignee”

Connected Investors, Inc.
a Delaware corporation

By: **Ross Hamilton**
Name: Ross Hamilton
Title: CEO

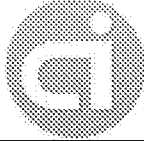
“Assignor”

Ross Elliot Hamilton
an individual

By: **Ross Hamilton**
Name: Ross Elliot Hamilton

SCHEDULE A

MARKS

Reg. No. / Issue Date	Ser. No. Filing Date	Mark
5,715,404 Apr. 3, 2019	88/096,275 Aug. 28, 2018	CI Design 
4,104,719 Feb. 28, 2012	85/324,039 May 18, 2011	CONNECTED INVESTORS