

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

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SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900640500		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Conway Mackenzie, LLC	FORMERLY Conway MacKenzie, Inc.	08/31/2021	Limited Liability Company: MICHIGAN
RECEIVING PARTY DATA			
Name:	Conway MacKenzie Capital Advisors LLC		
Street Address:	401 S. Old Woodward Avenue		
Internal Address:	Suite 340		
City:	Birmingham		
State/Country:	MICHIGAN		
Postal Code:	48009		
Entity Type:	Limited Liability Company: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4295127	CONWAY MACKENZIE	
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:	4155911000		
Email:	trademarkny@winston.com		
Correspondent Name:	Laura M. Franco		
Address Line 1:	101 California Street		
Address Line 2:	Winston & Strawn LLP		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	180009.10		
NAME OF SUBMITTER:	Laura M. Franco		
SIGNATURE:	/Laura M. Franco by trademarkny/		
DATE SIGNED:	09/15/2021		
Total Attachments: 2			
source=CONWAY MACKENZIE Trademark Assignment (executed)#page1.tif			

TRADEMARK ASSIGNMENT

This Trademark Assignment (“Assignment”) is made and entered into as of August 31, 2021 (the “Effective Date”), by and between Conway Mackenzie, LLC, a Michigan Limited Liability Company (f/k/a Conway MacKenzie, Inc., a Michigan Corporation) with an address of 401 South Old Woodward Avenue, Suite 340, Suite 1203, Birmingham, MI 48009 (“Assignor”) and Conway MacKenzie Capital Advisors LLC, a Michigan limited liability company with an address of 401 S. Old Woodward Avenue, Suite 340, Birmingham, MI 48009 (“Assignee”).

A. Assignor is the registered owner of the trademark CONWAY MACKENZIE, including U.S. Trademark Registration No. 4,295,127, and all common law rights therein; and

B. Assignee wishes to acquire, and Assignor is willing to sell, assign, convey and transfer to Assignee, all of Assignor’s right, title and interest in and to the trademark, all goodwill associated therewith and all related and corresponding rights in any jurisdiction in the world (collectively, the “Mark”), on the following terms and conditions.

Accordingly, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignment. As of the Effective Date, Assignor will and hereby does irrevocably assign, convey, transfer and set over to Assignee, its successors and assigns, all of Assignor’s worldwide right, title and interest in and to the Mark, all of the goodwill of the business symbolized by the Mark, and all registrations that have been or may be granted thereon, all applications for registrations thereof, and all common law rights in the Mark worldwide, together with all rights and privileges granted and secured thereby, including all rights to register, renew, defend, and protect interests therein under the applicable laws of all jurisdictions and the right to sue in Assignee’s own name and recover for any past, present or future infringement or other violation of the Mark and all income, royalties and damages hereafter due or payable with respect to the Mark, all of said rights to be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or 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.

2. Authorization. Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as owner of the Mark, as assignee of the entire right, title and interest in, to and under the same, for the sole use and enjoyment of Assignee, its successors, assigns or other legal representatives.

3. Further Assurances. Assignor will promptly execute or cause its current or former employees or contractors to execute, as applicable, all applications and any additional assignment or other documents, sign all lawful papers, make all rightful oaths, and generally do everything reasonably possible to aid the Assignee or its successors, legal representatives and assigns, to obtain and enforce proper protection for the Mark in all countries and to record Assignee as owner of the Mark, as assignee of the entire right, title and interest in, to and under the same, for the sole use and enjoyment of Assignee, its successors, assigns or other legal representatives, and execute any additional assignment or other documents reasonably requested by Assignee, its successors

and assigns, and do all other lawful acts reasonably necessary to carry out the intent of this Assignment. The cost of recording and registering ownership rights in the Mark shall be borne solely by Assignee, its successors and assigns.

4. Miscellaneous. This Assignment and the exhibits hereto constitute the entire understanding and agreement of the parties with respect to the subject matter hereof and supersede any and all written or oral, prior or contemporaneous understandings and agreements. This Assignment may only be amended by written agreement of the parties. This Assignment may be executed and delivered by facsimile or portable document format in two or more counterparts, each of which shall be an original and all of which together shall constitute one and the same instrument. This Assignment shall be binding upon the parties, their heirs, successors and assigns, and all others acting by, through, with or under their direction, and all those in privity therewith. The governing law of this Assignment shall be that of the State of New York, without regard to its conflicts of law principles.

Executed by the parties on the date(s) shown below.

Conway Mackenzie, LLC

Conway MacKenzie Capital Advisors LLC

By: Julie M Howard

By: Julie M Howard

Name: Julie M. Howard

Name: Julie M. Howard

Title: Chief Executive Officer

Title: Chief Executive Officer

Date: August 31, 2021

Date: August 31, 2021