

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM720261

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|---|--|-----------------------|------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Cicero Research, LLC | | 04/08/2022 | Limited Liability Company: UTAH |
| RECEIVING PARTY DATA | | | |
| Name: | Education Direction, LLC | | |
| Street Address: | 35 N. Rio Grande Street | | |
| City: | Salt Lake City | | |
| State/Country: | UTAH | | |
| Postal Code: | 84101 | | |
| Entity Type: | Limited Liability Company: UTAH | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 90897729 | ED DIRECTION | |
| Serial Number: | 90897732 | EDUCATION DIRECTION | |
| 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: | 8017995825 | | |
| Email: | docket@hollandhart.com | | |
| Correspondent Name: | H. Matthew Horlacher | | |
| Address Line 1: | P.O. Box 11583 | | |
| Address Line 4: | Salt Lake City, UTAH 84110 | | |
| ATTORNEY DOCKET NUMBER: | 76901.0045 | | |
| NAME OF SUBMITTER: | H. Matthew Horlacher | | |
| SIGNATURE: | /hmh/ | | |
| DATE SIGNED: | 04/11/2022 | | |
| Total Attachments: 1 | | | |
| source=Trademark Assignment - Cicero Research to Education Direction18578055v1#page1.tif | | | |

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TRADEMARK ASSIGNMENT

This Trademark Assignment is made this April 8, 2022, by and between Cicero Research, LLC and Education Direction, LLC.

WHEREAS, between Cicero Research, LLC, a Utah limited liability company, having a principal business address of 35 N. Rio Grande Street, Salt Lake City, Utah (hereinafter referred to as “Assignor”) is the owner of all right, title and interest in and to the following United States Trademark Applications (hereinafter collectively referred to as the “Marks”):

1. **ED DIRECTION**, Serial No. 90897729, in Class 41, for Consulting services about education; Leadership development training in the field of education; Providing educational assessment services; and
2. **EDUCATION DIRECTION**, Serial No. 90897732, in Class 41, Consulting services about education; Leadership development training in the field of education; Providing educational assessment services

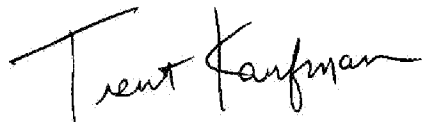
WHEREAS, Assignor is desirous of assigning all right, title, and interest in and to the Marks to Education Direction, LLC, a Utah limited liability company, having a principal business address of 35 N. Rio Grande Street, Salt Lake City, Utah (hereinafter referred to as “Assignee”), and Assignee is desirous of acquiring all right, title, and interest in and to the Marks, including any and all common law rights in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest throughout the world in and to the Marks, together with all of the goodwill of the business symbolized by said Marks and the right to recover damages, profits, and all other remedies for all past and future infringements thereof.

Signed April 8, 2022.

ASSIGNOR

Cicero Research, LLC



By: Trent E. Kaufman
Title: Manager

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