

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM752222

<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>
Improving Enterprises, Inc.		08/30/2022	Corporation: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Improving HoldCo, Inc.		
<b>Street Address:</b>	5445 Legacy Drive		
<b>Internal Address:</b>	Suite 100		
<b>City:</b>	Plano		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	75024		
<b>Entity Type:</b>	Corporation: TEXAS		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5817148	CODE LAUNCH	
<b>Registration Number:</b>	4440389	CODE AUTHORITY	
<b>Registration Number:</b>	4474078	CODE AUTHORITY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	9728506864		
<b>Email:</b>	trademarks@creedon.com		
<b>Correspondent Name:</b>	Charles Wallace		
<b>Address Line 1:</b>	5 Cowboys Way		
<b>Address Line 2:</b>	Suite 300		
<b>Address Line 4:</b>	Frisco, TEXAS 75034		
<b>NAME OF SUBMITTER:</b>	Charles Wallace		
<b>SIGNATURE:</b>	/Charles Wallace/		
<b>DATE SIGNED:</b>	08/30/2022		
<b>Total Attachments: 2</b>			
source=2022.08.30 IMPROVING Trademark Assignment Agreement - signed#page1.tif			
source=2022.08.30 IMPROVING Trademark Assignment Agreement - signed#page2.tif			

OP \$90.00 5817148

## TRADEMARK ASSIGNMENT AGREEMENT

**WHEREAS**, Improving Enterprises, Inc., a Texas corporation with an address at 5445 Legacy Drive, Suite 100, Plano, Texas 75024 (“Assignor”), is the owner of U.S. Trademark Registration No. 4440389 for the CODE AUTHORITY Standard Character Mark, covering “Business services, namely, assisting the owners of intellectual property and intangible assets in finding investors; Business support services, namely, business consulting to freelancers, start-ups, existing businesses and non-profit organizations; Consulting services in the field of internet marketing; Incubation services, namely, providing work space containing business equipment to freelancers, start-ups, existing businesses and non-profits” in Class 035; U.S. Trademark Registration No. 4474078 for the CODE AUTHORITY Standard Character Mark, covering “Computer software development and computer programming development for others; computer software development in the field of mobile applications; consulting services in the field of search engine optimization; Web site design” in Class 042; and U.S. Trademark Registration No. 5817148 for the CODE LAUNCH Standard Character Mark, covering “Business support services, namely, business consulting to freelancers, start-ups, existing businesses and non-profit organizations; Consulting services in the field of internet marketing; Incubation services, namely, providing work space containing business equipment to freelancers, start-ups, existing businesses and non-profits; Business services, namely, assisting the owners of intellectual property and intangible assets in finding investors” in Class 035 and “Developing customized software for others” in Class 42; (the foregoing three Registrations being the “Marks”);

**WHEREAS**, Improving HoldCo, Inc., a Texas corporation with an address at 5445 Legacy Drive, Suite 100, Plano, Texas 75024 (“Assignee”), desires to acquire the entire right, title, and interest in and to the Marks;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which Assignor acknowledges, Assignor assigns to Assignee all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, the right of Assignor to conduct business in connection with the Marks, the right to sue for any past infringements of the Marks, and all claims arising out of or relating to the use or ownership of the Marks.

**IMPROVING ENTERPRISES, INC.**  
Assignor

  
Amber Robinson (Aug. 30, 2022 10:20:07AM)

Signature  
Amber Robinson

Name  
Corporate Counsel

Title  
Aug 30, 2022

Date

**TRADEMARK**  
**REEL: 007835 FRAME: 0922**





# 2022.08.30 IMPROVING Trademark Assignment Agreement

Final Audit Report

2022-08-30

Created:	2022-08-30
By:	Charles Wallace (cwallace@creedon.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAA7r0_FUUFsuSWu8tfAnXbiye_4BX4w4xZ

## "2022.08.30 IMPROVING Trademark Assignment Agreement" History

-  Document created by Charles Wallace (cwallace@creedon.com)  
2022-08-30 - 9:21:04 PM GMT- IP address: 47.222.48.88
-  Document emailed to Amber Robinson (amber.robinson@improving.com) for signature  
2022-08-30 - 9:21:22 PM GMT
-  Email viewed by Amber Robinson (amber.robinson@improving.com)  
2022-08-30 - 9:29:17 PM GMT- IP address: 47.190.32.118
-  Document e-signed by Amber Robinson (amber.robinson@improving.com)  
Signature Date: 2022-08-30 - 9:29:31 PM GMT - Time Source: server- IP address: 47.190.32.118
-  Agreement completed.  
2022-08-30 - 9:29:31 PM GMT