

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM860458

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PRIORITY MARKETING SERVICES, LC		12/31/2021	Limited Liability Company: SOUTH DAKOTA
RECEIVING PARTY DATA			
Name:	FINANCIAL CONNECTIONS, LC		
Street Address:	408 S. 2nd Ave., Suite 203A		
City:	Sioux Falls		
State/Country:	SOUTH DAKOTA		
Postal Code:	57104		
Entity Type:	Limited Liability Company: SOUTH DAKOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1949281	1-800-NEW LOOK	
CORRESPONDENCE DATA			
Fax Number:	7037161180		
<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:	703-716-1191		
Email:	eteas@gbpatent.com		
Correspondent Name:	Jeffrey H. Handelsman		
Address Line 1:	Greenblum & Bernstein, P.L.C.		
Address Line 2:	1950 Roland Clarke Place		
Address Line 4:	Reston, VIRGINIA 20191-1411		
ATTORNEY DOCKET NUMBER:	J139024		
NAME OF SUBMITTER:	Jeffrey H. Handelsman, MD Bar (J139024)		
SIGNATURE:	/Jeffrey H. Handelsman/		
DATE SIGNED:	12/12/2023		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This Trademark Assignment ("*Trademark Assignment*") is made and entered into as of December 31, 2021, by and between **PRIORITY MARKETING SERVICES, LC**, a limited liability company of South Dakota ("*Assignor*"), and **FINANCIAL CONNECTIONS, LC**, a limited liability company of South Dakota ("*Assignee*").

WHEREAS, Assignor is the owner of the trademark set forth on the attached Schedule 1 (the "*Mark*") including all goodwill associated therewith, common law rights and the registration therefor; and

WHEREAS, Assignee desires to acquire the rights, title and all interest in said Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, conveys and delivers to Assignee and its successors and assigns, Assignor's entire right, title and interest in and to the Mark set forth on the attached Schedule 1, including all common law rights, together with the goodwill associated therewith, and any and all accounts, contract rights, warranties, litigation claims and rights, including the right to sue for and collect upon all claims for profits and damages as a result of past infringement, if any, and other general intangibles of Assignor related to the Mark.

IN WITNESS WHEREOF, Assignor has executed this Assignment on

Dec 31, 2021.

ASSIGNOR

ASSIGNEE

PRIORITY MARKETING SERVICES,
LC

FINANCIAL CONNECTIONS, LC

Name: Robert Clason

Name: Robert Clason

Signature: [Handwritten Signature]

Signature: [Handwritten Signature]

Title: Authorized Signer

Title: Authorized Signer

SCHEDULE 1

Trademark	Country	Serial No.	Filing Date	Reg. No.	Reg. Date
1-800-NEW-LOOK	U.S.	74093244	8/31/1990	1949281	1/16/1996