

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

Assignment ID: TMI37727

<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>
APRIO IP HOLDINGS, LLC		02/15/2024	Limited Liability Company: GEORGIA
<b>RECEIVING PARTY DATA</b>			
<b>Individual Name:</b>	Arkadiy Rozental		
<b>Street Address:</b>	52 Beecham Court		
<b>City:</b>	Owings Mills		
<b>State/Country:</b>	MARYLAND		
<b>Postal Code:</b>	21117		
<b>Entity Type:</b>	INDIVIDUAL: MARYLAND		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6106461	FROM HELLO TO YES	
<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>	4046259599		
<b>Email:</b>	IP@christopherjchan.com		
<b>Correspondent Name:</b>	Christopher J Chan		
<b>Address Line 1:</b>	848 Mentelle Dr NE		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30308-1612		
<b>ATTORNEY DOCKET NUMBER:</b>	APRIO-0010		
<b>NAME OF SUBMITTER:</b>	CHRISTOPHER CHAN		
<b>SIGNATURE:</b>	CHRISTOPHER CHAN		
<b>DATE SIGNED:</b>	02/20/2024		
<b>Total Attachments: 3</b>			
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## TRADEMARK ASSIGNMENT

WHEREAS, Aprio, LLP, a Georgia corporation with its principal place of business at 2002 Summit Blvd NE Suite 120, Atlanta, GA 30319, adopted and used the mark FROM HELLO TO YES (“Mark”) for business management and consulting services in the field of behavioral economics, sales, and marketing and obtained U.S. Trademark Reg. No. 6,106,461 therefor; and

WHEREAS, on May 11, 2023, Aprio, LLP conveyed the Mark to Aprio IP Holdings, LLC, a Delaware limited liability company, having a principal place of business at 5 Concourse Parkway, Suite 1000, Atlanta, Georgia 30328, via a nunc pro tunc assignment effective October 2, 2020; and

WHEREAS, Aprio IP Holdings, LLC is listed as the current owner of the Mark on the United States Patent and Trademark Office (“USPTO”) Trademark Electronic Search System (“TESS”); and

WHEREAS, Arkadiy Rozental (“Rozental”), a Maryland resident, desires to acquire the entire right, title, and interest in and to the Mark, together with the goodwill in the Mark and of the business symbolized thereby.

NOW, THEREFORE, the Parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are acknowledged, Aprio IP Holdings, LLC does hereby assign to Rozental the entire right, title and interest in the Mark, together with the goodwill in the Mark and of the business symbolized by the Mark, including any and all claims and causes of action with respect to the Mark, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right, but no obligation, to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.
2. Recordation and Further Actions. Aprio IP Holdings, LLC hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Trademark Assignment upon request by Rozental and/or his representative(s). Following the date hereof, upon the request of Rozental and/or his representative(s), Aprio IP Holdings, LLC shall take such steps and actions, and provide such cooperation and assistance to Rozental and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be reasonably necessary to effect, evidence, or perfect the assignment of the Mark to Rozental, or any assignee or successor thereto.
3. Execution. A signed copy of this Trademark Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.
4. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

5. Governing Law. This Trademark Assignment and any claim, controversy, dispute, or cause of action (whether in contract, tort, or otherwise) based upon, arising out of, or relating to this Trademark Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Georgia, without giving effect to any choice or conflict of law provision or rule.

This 15 day of February 2024

Aprio IP Holdings, LLC

By:   
\_\_\_\_\_  
Manager Richard Kopelman

# Signature Certificate

Reference number: HCZJU-HU3CF-STYVN-UPZIE

## Signer

**Richard Kopelman**

Email: richard.kopelman@aprio.com

Sent:

13 Feb 2024 14:43:35 UTC

Viewed:

15 Feb 2024 01:19:03 UTC

Signed:

16 Feb 2024 03:29:47 UTC

## Timestamp

## Signature



## Recipient Verification:

✓ Email verified

15 Feb 2024 01:19:03 UTC

IP address: 75.48.47.63

Location: Atlanta, United States

Document completed by all parties on:

16 Feb 2024 03:29:47 UTC

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