

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TMI76420

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Aly Invest Group, Inc.		09/21/2023	Corporation: DELAWARE
RECEIVING PARTY DATA			
Individual Name:	Brian Overby		
Street Address:	1095 Labrador Ln		
City:	Clover		
State/Country:	SOUTH CAROLINA		
Postal Code:	29710-7563		
Entity Type:	INDIVIDUAL: SOUTH CAROLINA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3570763	THE OPTIONS PLAYBOOK	
Registration Number:	3684399	THE OPTIONS PLAYBOOK	
Registration Number:	3865888	THE OPTIONS PLAYBOOK	
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:	7046806833		
Email:	obemail@icloud.com		
Correspondent Name:	Brian Overby		
Address Line 1:	1095 Labrador Ln		
Address Line 4:	Clover, SOUTH CAROLINA 29710-7563		
NAME OF SUBMITTER:	Brian Overby		
SIGNATURE:	Brian Overby		
DATE SIGNED:	03/07/2024		
Total Attachments: 3			
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source=2023_Ally_Trademarks_Transfer#page2.tif			
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EXHIBIT B
TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (the "**Trademark Assignment**"), effective as of 09/13/2023 (the "**Effective Date**"), is made by and between Ally Invest Group Inc., a Delaware corporation ("**Assignor**") and Brian Greer, an individual ("**Transferee**").

WHEREAS, Assignor and Assignee have entered into that certain Intellectual Property Acquisition Agreement, dated 09/13/2023 (the "**Acquisition Agreement**");

WHEREAS, Assignor is the owner of the trademarks listed on **Schedule A**, attached hereto (the "**Trademarks**"); and

WHEREAS, pursuant to the Acquisition Agreement, Assignor has agreed to assign to Assignee all of Assignor's right, title, and interest in and to the Trademarks, pursuant to and subject to the terms and conditions of this Trademark Assignment and the Acquisition Agreement.

NOW, THEREFORE, in consideration of the mutual covenants, agreements, and stipulations set forth herein and in the Acquisition Agreement, the receipt and legal sufficiency of which are hereby mutually acknowledged, Assignor and Assignee hereby agree as follows:

1. Assignor hereby sells, assigns, transfers, conveys, and delivers to Assignee, and Assignee hereby accepts, all of Assignor's worldwide right, title, and interest in and to the Trademarks identified in **Schedule A** attached hereto, including all registrations, pending applications, and all other filings of any of the foregoing should any exist, all renewals of any of the foregoing, all common law rights appurtenant thereto, the goodwill of the business associated with and symbolized by the Trademarks, the portion of the business associated exclusively therewith, and the right to file trademark applications worldwide deriving from any of the foregoing, the right to claim priority rights deriving from any of the foregoing, and the right to sue for, recover damages and profits for, and settle and release infringement of any of the foregoing accruing on or after the Effective Date.

2. Assignee may record this Trademark Assignment with the United States Patent and Trademark Office. All costs associated with any such registrations or recordations shall be paid by Assignee.

3. This Trademark Assignment and all disputes relating thereto shall be governed by and construed in accordance with the laws of the State of Michigan, other than such laws, rules, regulations, and case law that would result in the application of the laws of a jurisdiction other than the State of Michigan.

4. This Trademark Assignment, together with the Acquisition Agreement, states the entire understanding among the parties with respect to the subject matter hereof, and supersedes all prior oral and written communications and agreements, and all contemporaneous oral communications and agreements, with respect to the subject matter hereof. In the event of any conflict or inconsistency between the terms of the Acquisition Agreement and the terms hereof, the terms of the Acquisition Agreement shall govern.

5. The parties may execute and deliver this Trademark Assignment originally or in pdf via email, and in one or more counterparts, each of which together shall be deemed the complete and fully executed agreement.

6. This Trademark Assignment shall inure to the benefit of and be binding upon the parties and their respective heirs, successors, and assigns.

[SIGNATURE PAGE FOLLOWS]

**SCHEDULE A
TRADEMARKS**

Jurisdiction	Mark	Registration Number	Registration Date
U.S.	THE OPTIONS PLAYBOOK	3570763	February 3, 2009
U.S.	THE OPTIONS PLAYBOOK	3684399	September 15, 2009
U.S.	THE OPTIONS PLAYBOOK	3865888	October 19, 2010

SCHEDULE A TO EXHIBIT B

IN WITNESS WHEREOF, each of Assignor and Assignee has executed and delivered this Trademark Assignment as of the Effective Date first written above.

ASSIGNOR: Ally Invest Group Inc.

Signature: [Handwritten Signature]

Name: FRANK LIETKE

Title: PRESIDENT - AIS

Date: 9-21-23
22.

ASSIGNEE: Brian Overby

Signature: [Handwritten Signature]

Date: 9/21/23

SIGNATURE PAGE TO EXHIBIT B