

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM559384

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
David Allen & Co.		12/31/2019	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Davidco B.V.		
Street Address:	Stadionkade 20 2		
City:	Amsterdam		
State/Country:	NETHERLANDS		
Postal Code:	1077VL		
Entity Type:	Besloten Vennootschap (B.V.): NETHERLANDS		
PROPERTY NUMBERS Total: 20			
Property Type	Number	Word Mark	
Registration Number:	2431583	GETTING THINGS DONE	
Registration Number:	2453065	MAKE IT UP. MAKE IT HAPPEN.	
Registration Number:	3022705	GTD	
Registration Number:	3022721	GETTING THINGS DONE	
Registration Number:	3139619	THE NATURAL PLANNING MODEL	
Registration Number:	3139618	READY FOR ANYTHING	
Registration Number:	3180352	DAVID ALLEN COMPANY	
Registration Number:	3381621	MIND LIKE WATER	
Registration Number:	3381624	GTD CONNECT	
Registration Number:	3524159	GTD	
Registration Number:	3577548	GTD WEEKLY REVIEW	
Registration Number:	3625554	GTD-Q	
Registration Number:	3643234	HORIZONS OF FOCUS	
Registration Number:	4675409	MIND LIKE WATER	
Registration Number:	4736472	GTD	
Registration Number:	4998699	DA	
Registration Number:	4998700	DA AND DAVID ALLEN COMPANY	
Registration Number:	5103053	YOUR MIND IS FOR HAVING IDEAS, NOT HOLDI	
Registration Number:	5649815	READY FOR ANYTHING	

CH \$515.00 2431583

Property Type	Number	Word Mark
Registration Number:	5839550	THERE ARE NO PROBLEMS, ONLY PROJECTS
CORRESPONDENCE DATA		
Fax Number:	8189814764	
<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:	818-990-2120	
Email:	tgrinblat@lewitthackman.com	
Correspondent Name:	Tal Grinblat/ Lewitt Hackman	
Address Line 1:	16633 Ventura Blvd., Suite 1100	
Address Line 4:	Encino, CALIFORNIA 91436	
ATTORNEY DOCKET NUMBER:	12254-2	
DOMESTIC REPRESENTATIVE		
Name:	Tal Grinblat/ Lewitt Hackman	
Address Line 1:	16633 Ventura Blvd., Suite 1100	
Address Line 4:	Encino, CALIFORNIA 91436	
NAME OF SUBMITTER:	Tal Grinblat	
SIGNATURE:	/Tal Grinblat/	
DATE SIGNED:	01/28/2020	
Total Attachments: 11		
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ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT (this "Assignment"), dated December 31, 2019, is made by David Allen & Co., a California corporation ("Assignor") in favor of Davidco B.V., a Netherlands private limited liability company with its address at Stadionkade 20 2, 1077VL Amsterdam, Netherlands ("Assignee") with reference to the following facts:

WHEREAS, Assignor adopted, used and is using in its business certain trademarks, including, without limitation, the trademarks listed on Exhibit A attached hereto (the "Marks");

WHEREAS, the United States Patent & Trademark Office issued trademark registrations for several of the Marks, including but not limited to those set forth in Exhibit A;

WHEREAS, among the Marks are also trademarks that have not been registered in the United States Patent & Trademark Office and are not listed in Exhibit A;

WHEREAS, Assignor wishes to transfer and assign all of its rights, title and interest in and to the Marks and the goodwill of the business thereof to Assignee so that Assignee will become the successor to Assignor in regard to that business.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby agrees as follows:

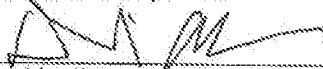
1. Assignment of Marks. Assignor hereby irrevocably sells, grants, conveys, transfers, delivers, assigns and sets over to Assignee, its successors and assigns, without any reservation of rights, all of Assignor's right, title and interest, in and to the Marks together with the goodwill of the business symbolized thereby, all registrations for the Marks, and all actions and causes of action and rights to damages and profits, due or accrued, relating to the foregoing, currently owned or hereinafter acquired.

2. Further Assurances. Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest full title in and to the Mark and other corresponding rights in Assignee.

IN WITNESS WHEREOF, Assignor executed this Assignment as of the date first above written.

ASSIGNOR:

DAVID ALLEN & CO.,
a California corporation



David Allen, Chief Executive Officer

The foregoing Assignment is accepted as of the date first above written.

ASSIGNEE:

Davidco B.V.
a Netherlands Private Limited Liability Company



David Allen, Director

EXHIBIT A

<u>Mark</u>	<u>Reg. Number</u>	<u>Reg. Date</u>	<u>Goods/Services</u>
GETTING THINGS DONE	2431583	Feb. 27, 2001	Class 41: Educational services, namely, conducting training classes and courses relating to improving individual and organizational performance; and conducting and organizing seminars and workshops to help others develop management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth; and distributing course materials in connection therewith.
MAKE IT UP. MAKE IT HAPPEN.	2453065	May 22, 2001	Class 41: Educational services, namely, conducting training classes and courses relating to improving individual and organizational performance; and conducting and organizing seminars and workshops to help others develop management business skills, efficient work habits, planning and organizational techniques, personal productivity and growth and organizational productivity.
GTD	3022705	Dec. 6, 2005	<p>Class 9: Pre-recorded dvd's, cd's, video and audio cassette tapes and software in the field of development of management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth.</p> <p>Class 16: Publications, namely, books, brochures, pamphlets, and printed seminar course materials in the field of development of management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth.</p> <p>Class 41: Educational services, namely conducting training classes and courses relating to improving individual and organizational performance; conducting and organizing seminars and workshops to help others develop management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth; and, distributing course materials in connection therewith.</p>


<u>Mark</u>	<u>Reg. Number</u>	<u>Reg. Date</u>	<u>Goods/Services</u>
GETTING THINGS DONE	3022721	Dec. 6, 2005	<p>Class 9: Pre-recorded dvd's, cd's, video and audio cassette tapes and software in the field of development of management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth.</p> <p>Class 16: Publications, namely, books, brochures, pamphlets, and printed seminar course materials in the field of development of management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth.</p>
THE NATURAL PLANNING MODEL	3139619	Sept. 5, 2006	Class 41: Educational services, namely conducting training classes and courses relating to improving individual and organizational performance; conducting and organizing seminars and workshops to help others develop management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth; and, distributing course materials in connection therewith.
READY FOR ANYTHING	3139618	Sept. 5, 2006	Class 41: Educational services, namely conducting training classes and courses relating to improving individual and organizational performance; conducting and organizing seminars and workshops to help others develop management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth; and, distributing course materials in connection therewith.



Mark	Reg. Number	Reg. Date	Goods/Services
DAVID ALLEN COMPANY	3180352	Dec. 5, 2006	<p>Class 9: DVD's, CD's, and software featuring the development of management and business skills, efficient work habits, planning and organizational techniques, and personal productivity growth; and prerecorded video and audio cassette tapes featuring information and instruction on the development of management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth.</p> <p>16: Publications, namely books, brochures, pamphlets, and printed seminar course materials featuring the development of management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth; desk mounted stationery cabinets; desk sets; desk stands and holders for pens and pencils; pencil holders; desk calendars; desk baskets for desk accessories; desktop planners; desktop in baskets; desktop organizers; writing pencils and pens; desk stands for holding file folders; stacking trays for file folders and stationery; file folders; and desktop file trays.</p> <p>41: Educational services, namely conducting training classes and courses featuring methods for improving individual and organizational communications, writing and marketing skills; and conducting and organizing seminars and workshops to help others develop management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth; and distributing course materials in connection therewith.</p>
MIND LIKE WATER	3381621	Feb. 12, 2008	Class 25: Clothing, namely, caps, head wear, shirts, and t-shirts.

<u>Mark</u>	<u>Reg. Number</u>	<u>Reg. Date</u>	<u>Goods/Services</u>
GTD CONNECT	3381624	Feb. 12, 2008	Class 41: Educational and training services, namely, conducting training classes and courses featuring methods for improving individual and organizational productivity, communications, writing, marketing skills and time management skills; conducting and organizing seminars and workshops to help others develop management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth; and distributing course materials in connection therewith; and providing online educational, coaching and training services to subscribing members in the fields of individual and business productivity, self improvement and time management.
GTD	3524159	Oct. 28, 2008	Class 25: Clothing, namely, caps, head wear, shirts, and t-shirts.
GTD WEEKLY REVIEW	3577548	Feb. 17, 2009	Class 9: DVDs, CDs, and software featuring information and instruction on the development of management and business skills, efficient work habits, planning and organizational techniques, and personal productivity growth; and prerecorded video and audio cassette tapes featuring information and instruction on the development of management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth. Class 16: Publications, namely, books, brochures, pamphlets and printed seminar course materials all featuring the development of management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth; desktop planners; marking templates; writing pens and pencils; notebooks and memo pads; and educational, coaching and training publications, namely, books, brochures, pamphlets and printed seminar course materials in the fields of individual and business productivity, self improvement and time management distributed to subscriber members.

Mark	Reg. Number	Reg. Date	Goods/Services
GTD-Q	3625554	May 26, 2009	Class 41: Educational and training services, namely, conducting training classes and courses featuring methods for improving individual and organizational productivity, communications, writing, marketing skills and time management skills; conducting and organizing seminars and workshops to help others develop management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth, and distributing course materials in connection therewith; and providing online classes, seminars, and training services to subscribing members in the fields of individual and business productivity, self improvement and time management.
HORIZONS OF FOCUS	3643234	June 23, 2009	<p>Class 16: Publications, namely, books, brochures, pamphlets and printed seminar course materials all featuring the development of management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth; desktop planners; marking templates; writing pens and pencils; notebooks and memo pads; and educational, coaching and training publications, namely, books, brochures, pamphlets and printed seminar course materials in the fields of individual and business productivity, self improvement and time management distributed to subscriber members.</p> <p>Class 41: Educational and training services, namely, conducting training classes and courses featuring methods for improving individual and organizational productivity, communications, writing, marketing skills and time management skills; conducting and organizing seminars and workshops to help others develop management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth and distributing course materials in connection therewith; and providing online educational programs, coaching and training services to subscribing members in the fields of individual and business productivity, self improvement and</p>

Mark	Reg. Number	Reg. Date	Goods/Services
MIND LIKE WATER	4675409	Jan. 20, 2015	<p>time management.</p> <p>Class 16: Publications, namely, books, brochures, pamphlets and printed seminar course materials all in the fields of the development of management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth; and educational, coaching and training publications, namely, books, brochures, pamphlets and printed seminar course materials in the fields of individual and business productivity, self-improvement and time management distributed to subscriber members.</p> <p>Class 41: Educational and training services, namely, conducting training classes and courses in the fields of methods for improving individual and organizational productivity, communications, writing, marketing skills and time management skills; conducting and organizing seminars and workshops in the fields of helping others develop management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth, and distributing course materials in connection therewith; providing online classes, seminars, and training services to subscribing members in the fields of individual and business productivity, self-improvement and time management.</p>

Mark	Reg. Number	Reg. Date	Goods/Services
	4736472	May 12, 2015	<p>Class 9: Software featuring information and instruction on the development of management and business skills, efficient work habits, planning and organizational techniques and personal productivity growth.</p> <p>Class 16: Publications, namely, books, brochures, pamphlets and printed seminar course materials all featuring the development of management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth; and educational, coaching and training publications, namely, books, brochures, pamphlets and printed seminar course materials in the fields of individual and business productivity, self- improvement and time management distributed to subscriber members.</p> <p>41: Educational and training services, namely, conducting training classes and courses featuring methods for improving individual and organizational productivity, communications, writing, marketing skills and time management skills; conducting and organizing seminars and workshops to help others develop management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth, and distributing course materials in connection therewith; providing online classes, seminars, and training services to subscribing members in the fields of individual and business productivity, self- improvement and time management.</p>

Mark	Reg. Number	Reg. Date	Goods/Services
	4998699	July 12, 2016	<p>Class 41: Educational and training services, namely, conducting training classes and courses featuring methods for improving individual and organizational productivity, communications, writing, marketing skills and time management skills; conducting and organizing seminars and workshops to help others develop management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth, and distributing course materials in connection therewith; providing online classes, seminars, and training services to subscribing members in the fields of individual and business productivity, self-improvement and time management.</p>
	4998700	July 12, 2016	<p>Class 41: Educational and training services, namely, conducting training classes and courses featuring methods for improving individual and organizational productivity, communications, writing, marketing skills and time management skills; conducting and organizing seminars and workshops to help others develop management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth, and distributing course materials in connection therewith; providing online classes, seminars, and training services to subscribing members in the fields of individual and business productivity, self-improvement and time management.</p>

Mark	Reg. Number	Reg. Date	Goods/Services
YOUR MIND IS FOR HAVING IDEAS, NOT HOLDING THEM	5103053	December 20, 2016	<p>Class 16: Publications, namely, books, brochures, pamphlets and printed seminar course materials all featuring the development of management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth; and educational, coaching and training publications, namely, books, brochures, pamphlets and printed seminar course materials in the fields of individual and business productivity, self improvement and time management distributed to subscriber members.</p> <p>Class 41: Educational and training services, namely, conducting training classes and courses featuring methods for improving individual and organizational productivity, communications, writing, marketing skills and time management skills; conducting and organizing seminars and workshops to help others develop management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth, and distributing course materials in connection therewith; providing online classes, seminars, and training services to subscribing members in the fields of individual and business productivity, self-improvement and time management.</p>
READY FOR ANYTHING	5649815	Jan. 8, 2019	Class 16: Publications, namely, printed seminar course materials, pamphlets and brochures, all relating to the development of management and business skills.

<u>Mark</u>	<u>Reg. Number</u>	<u>Reg. Date</u>	<u>Goods/Services</u>
THERE ARE NO PROBLEMS, ONLY PROJECTS	5839550	Aug. 20, 2019	Class 41: Educational and training services, namely, conducting training classes and courses in the fields of methods for improving individual and organizational productivity, communications, writing, marketing skills and time management skills; conducting and organizing seminars and workshops in the fields of helping others develop management and business skills, efficient work habits, planning and organizational techniques, and personal productivity and growth, and distributing course materials in connection therewith; providing online classes, seminars, and training services to subscribing members in the fields of individual and business productivity, self-improvement and time management.