

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM535722

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Franklin Covey Co.		08/07/2019	Corporation: UTAH
Franklin Development Corporation		08/07/2019	Corporation: UTAH
Franklin Covey Travel, Inc.		08/07/2019	Corporation: UTAH
Franklin Covey Client Sales, Inc.		08/07/2019	Corporation: UTAH
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	JPMorgan Chase Bank, N.A.		
<b>Street Address:</b>	201 South Main Street, Suite 300		
<b>City:</b>	Salt Lake City		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84111		
<b>Entity Type:</b>	National Banking Association: UNITED STATES		
<b>PROPERTY NUMBERS Total: 148</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3060003	THE 4 DISCIPLINES OF EXECUTION	
<b>Registration Number:</b>	5616128	THE 4 ESSENTIAL ROLES OF LEADERSHIP	
<b>Registration Number:</b>	5563981	THE 4 ESSENTIAL ROLES OF LEADERSHIP	
<b>Registration Number:</b>	3993747	THE 4 IMPERATIVES OF GREAT LEADERS	
<b>Registration Number:</b>	4714610	4DX	
<b>Registration Number:</b>	4730035	4DX	
<b>Registration Number:</b>	4373950	THE 5 CHOICES TO EXTRAORDINARY PRODUCTIV	
<b>Registration Number:</b>	4195739	THE 5 CHOICES	
<b>Registration Number:</b>	4499599	THE 5 CHOICES	
<b>Registration Number:</b>	3642324	THE 7 HABITS FOR MANAGERS	
<b>Registration Number:</b>	3642350	THE 7 HABITS INTERACTIVE	
<b>Registration Number:</b>	3642326	THE 7 HABITS MAXIMIZER	
<b>Registration Number:</b>	2208058	THE 7 HABITS OF HIGHLY EFFECTIVE FAMILIE	
<b>Registration Number:</b>	3084533	THE SEVEN HABITS OF HIGHLY EFFECTIVE PEO	
<b>Registration Number:</b>	2367970	THE 7 HABITS OF HIGHLY EFFECTIVE TEENS	

TRADEMARK

<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
<b>Registration Number:</b>	2367969	THE 7 HABITS OF HIGHLY EFFECTIVE TEENS
<b>Registration Number:</b>	4680883	THE 7 HABITS OF SUCCESSFUL FAMILIES
<b>Registration Number:</b>	3569488	THE 7 HABITS
<b>Registration Number:</b>	3569490	THE 7 HABITS
<b>Registration Number:</b>	3569491	THE 7 HABITS
<b>Registration Number:</b>	2952218	THE 8TH HABIT
<b>Registration Number:</b>	2952217	THE 8TH HABIT
<b>Registration Number:</b>	2987720	THE 8TH HABIT
<b>Registration Number:</b>	5421414	ACT ON THE IMPORTANT DON'T REACT TO THE
<b>Registration Number:</b>	5203087	ALL ACCESS PASS
<b>Registration Number:</b>	1854911	BE PROACTIVE
<b>Registration Number:</b>	4698565	BE PROACTIVE
<b>Registration Number:</b>	3354837	BEGIN WITH THE END IN MIND
<b>Registration Number:</b>	4698566	BEGIN WITH THE END IN MIND
<b>Registration Number:</b>	4160106	BUILDING PROCESS EXCELLENCE
<b>Registration Number:</b>	5620666	CHANGE ELEMENT
<b>Registration Number:</b>	3679490	THE CHOICE IS YOURS
<b>Registration Number:</b>	4645252	CIRCLE OF CONCERN
<b>Registration Number:</b>	4479147	CIRCLE OF INFLUENCE
<b>Registration Number:</b>	4115003	CLARIFYING YOUR TEAM'S PURPOSE AND STRAT
<b>Registration Number:</b>	5258073	CLOSING THE SALE
<b>Registration Number:</b>	5143528	CLOSING THE SALE
<b>Registration Number:</b>	2475867	
<b>Registration Number:</b>	3579484	
<b>Registration Number:</b>	2473744	
<b>Registration Number:</b>	3575573	
<b>Registration Number:</b>	2473745	
<b>Registration Number:</b>	5807716	CREATE A SHARED VISION AND STRATEGY
<b>Registration Number:</b>	3998159	THE DECISION IS YOURS
<b>Registration Number:</b>	5789463	DEVELOPING LIFE-READY LEADERS
<b>Registration Number:</b>	2178748	DIAGNOSE BEFORE YOU PRESCRIBE
<b>Registration Number:</b>	5770666	EXECUTE YOUR TEAM'S STRATEGY AND GOALS
<b>Registration Number:</b>	2786980	EXECUTION QUOTIENT
<b>Registration Number:</b>	4750796	EXECUTION QUOTIENT
<b>Registration Number:</b>	4778249	FILLING YOUR PIPELINE
<b>Registration Number:</b>	5814159	FIND OUT WHY: THE KEY TO SUCCESSFUL INNO
<b>Registration Number:</b>	2193148	FIRST THINGS FIRST
<b>Registration Number:</b>	2531872	FRANKLIN COVEY PROJECT MANAGEMENT

Property Type	Number	Word Mark
Registration Number:	3579644	FRANKLINCOVEY
Registration Number:	2493835	FRANKLINCOVEY
Registration Number:	3597808	FRANKLINCOVEY
Registration Number:	3579646	FRANKLINCOVEY
Registration Number:	2572537	FRANKLIN COVEY
Registration Number:	5203059	FRANKLIN COVEY ALL ACCESS PASS
Registration Number:	5230649	FRANKLIN COVEY ALL ACCESS PASS
Registration Number:	4269894	FRANKLINCOVEY EXCELERATORS
Registration Number:	4269900	FRANKLINCOVEY EXCELERATORS
Registration Number:	4815655	FRANKLINCOVEY INSIGHTS
Registration Number:	4160201	FRANKLINCOVEY ON DEMAND
Registration Number:	4534138	FRANKLINCOVEY THE ULTIMATE COMPETITIVE A
Registration Number:	5550442	FRANKLINCOVEY
Registration Number:	2491782	FRANKLIN COVEY
Registration Number:	3594315	FRANKLINCOVEY
Registration Number:	3579648	FRANKLINCOVEY
Registration Number:	3579802	FRANKLINCOVEY
Registration Number:	5421467	FUEL YOUR FIRE DON'T BURN OUT
Registration Number:	5789052	GET BETTER: 15 PROVEN PRACTICES TO BUILD
Registration Number:	5421449	GO FOR EXTRAORDINARY DON'T SETTLE FOR OR
Registration Number:	4702558	GREAT HAPPENS HERE
Registration Number:	4930278	HELPING CLIENTS SUCCEED
Registration Number:	2469200	HELPING CLIENTS SUCCEED
Registration Number:	2467383	HELPING CLIENTS SUCCEED
Registration Number:	4114905	INSPIRING TRUST
Registration Number:	5322005	JHANA
Registration Number:	4194110	THE LEADER IN ME
Registration Number:	5131250	THE LEADER IN ME
Registration Number:	4080353	THE LEADER IN ME
Registration Number:	4997720	THE LEADER IN ME
Registration Number:	5037351	THE LEADER IN ME
Registration Number:	5214302	LEADER U
Registration Number:	5620667	LEADERS@CHANGE
Registration Number:	4486493	LEADERSHIP NOTEBOOK
Registration Number:	5116958	LEADERSHIP QUOTIENT
Registration Number:	5293715	LEADERSHIP QUOTIENT
Registration Number:	4366992	LEADERSHIP: GREAT LEADERS, GREAT TEAMS,G
Registration Number:	3580075	LEADING ACROSS GENERATIONS

Property Type	Number	Word Mark
Registration Number:	5360677	LEADING CUSTOMER LOYALTY
Registration Number:	5360678	LEADING CUSTOMER LOYALTY
Registration Number:	4587857	LIVECLICKS
Registration Number:	5537432	LQ
Registration Number:	4702663	MATURITY CONTINUUM
Registration Number:	4024854	MEETING IN A BOX
Registration Number:	5620665	MILLENNIALS @WORK
Registration Number:	4939088	MY4DX.COM
Registration Number:	4098481	THE NOBILITY OF POLICING
Registration Number:	5594100	NOBILITY OF POLICING
Registration Number:	4834450	PERSONAL EFFECTIVENESS QUOTIENT
Registration Number:	2208271	THE POWER PRINCIPLE
Registration Number:	5544662	PRESENTATION ADVANTAGE
Registration Number:	2372217	PRESENTATION ADVANTAGE
Registration Number:	2178747	PRIVATE VICTORY
Registration Number:	4766936	PROJECT MANAGEMENT ESSENTIALS
Registration Number:	4869868	PROJECT MANAGEMENT ESSENTIALS FOR THE UN
Registration Number:	2178746	PUBLIC VICTORY
Registration Number:	3400506	PUT FIRST THINGS FIRST
Registration Number:	4694735	PUT FIRST THINGS FIRST
Registration Number:	5131347	QUALIFYING OPPORTUNITIES
Registration Number:	5421466	RULE YOUR TECHNOLOGY DON'T LET IT RULE Y
Registration Number:	5421450	SCHEDULE THE BIG ROCKS DON'T SORT GRAVEL
Registration Number:	5522162	SEE-DO-GET
Registration Number:	4652828	SEEK FIRST TO UNDERSTAND, THEN TO BE UND
Registration Number:	4652193	SEEK FIRST TO UNDERSTAND, THEN TO BE UND
Registration Number:	3354836	SEEK FIRST TO UNDERSTAND, THEN TO BE UND
Registration Number:	5295958	SHARPEN THE SAW
Registration Number:	5209271	SHARPEN THE SAW
Registration Number:	1872875	SHARPEN THE SAW
Registration Number:	5134222	SPEED OF TRUST DIGITAL COACH
Registration Number:	5511321	STRIKINGLY DIFFERENT
Registration Number:	1862827	SYNERGIZE
Registration Number:	4980725	SYNERGIZE
Registration Number:	3355784	THINK WIN-WIN
Registration Number:	3354835	THINK WIN-WIN
Registration Number:	5131346	THINK WIN-WIN
Registration Number:	4679266	THE TIME MATRIX

Property Type	Number	Word Mark
Registration Number:	4978586	IMPORTANT NOT IMPORTANT URGENT NOT URGEN
Registration Number:	4820597	IMPORTANT NOT IMPORTANT URGENT NOT URGEN
Registration Number:	5357473	TQ
Registration Number:	5357474	TRUST QUOTIENT
Registration Number:	4530224	THE ULTIMATE COMPETITIVE ADVANTAGE
Registration Number:	5770665	UNLEASH YOUR TEAM'S POTENTIAL THROUGH CO
Registration Number:	4163333	UNLEASHING TALENT
Registration Number:	5221107	WE ENABLE GREATNESS
Registration Number:	5082241	WE ENABLE GREATNESS IN PEOPLE AND ORGANI
Registration Number:	4457409	WIG
Registration Number:	4704157	WILDLY IMPORTANT GOAL
Registration Number:	5156617	WILDLY IMPORTANT GOALS
Registration Number:	5082305	WILDLY IMPORTANT GOALS
Registration Number:	3994300	WINNING CUSTOMER LOYALTY
Registration Number:	3990418	WINNING CUSTOMER LOYALTY
Registration Number:	1951968	WRITING ADVANTAGE
Registration Number:	5539929	WRITING ADVANTAGE
Registration Number:	2786981	XQ
Registration Number:	3480281	XQ

**CORRESPONDENCE DATA**

**Fax Number:**

*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.*

**Phone:** 8017995733

**Email:** klanderson@hollandhart.com

**Correspondent Name:** Braden J. Parker

**Address Line 1:** 222 South Main Street, Suite 2200

**Address Line 4:** Salt Lake City, UTAH 84101

<b>ATTORNEY DOCKET NUMBER:</b>	47251.0095
<b>NAME OF SUBMITTER:</b>	Braden J. Parker
<b>SIGNATURE:</b>	/Braden J. Parker/
<b>DATE SIGNED:</b>	08/07/2019

**Total Attachments: 12**

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## TRADEMARK SECURITY AGREEMENT

This Trademark Security Agreement (the "Agreement") is made and entered into as of August 7, 2019 (the "Effective Date") by and among Franklin Covey Co., a Utah corporation ("Borrower"), Franklin Development Corporation, a Utah corporation ("Development"), Franklin Covey Travel, Inc., a Utah corporation ("Travel"), and Franklin Covey Client Sales, Inc., a Utah corporation ("Client Sales" and, together with Borrower, Development and Travel, individually and collectively, as the context requires, the "Debtor"), in favor of JPMorgan Chase Bank, N.A. ("Secured Party"), pursuant to that certain Pledge and Security Agreement dated as of the Effective Date by and among Debtor, Secured Party, and the other parties from time to time party thereto (as amended or modified from time to time, the "Security Agreement").

For good and valuable consideration, receipt of which is hereby acknowledged, Debtor and Secured Party hereby agree as follows:

1. Definitions. Except as otherwise provided herein, terms defined in the Security Agreement shall have the same meanings when used herein. Terms defined in the singular shall have the same meaning when used in the plural and vice versa. Terms defined in the UCC which are used herein shall have the meanings set forth in the UCC, except as expressly defined otherwise. As used herein, the term:

"Collateral" has the meaning set forth in Section 2.

"UCC" means the Uniform Commercial Code as in effect in the State of Utah from time to time.

"USPTO" means the United States Patent and Trademark Office.

In this Agreement, the following rules of construction and interpretation shall be applicable: (i) no reference to "proceeds" in this Agreement authorizes any sale, transfer, or other disposition of any Collateral by Debtor; (ii) "includes" and "including" are not limiting; (iii) "or" is not exclusive; and (iv) "all" includes "any" and "any" includes "all." To the extent not inconsistent with the foregoing, the rules of construction and interpretation applicable to the Security Agreement shall also be applicable to this Agreement and are incorporated herein by this reference.

2. Security Interest.

(a) Grant of Security Interest. As security for the payment and performance of the Obligations (as defined in that certain Credit Agreement dated as of the Effective Date by and among Debtor, the other loan parties from time to time party thereto, and Secured Party, as amended from time to time), Debtor hereby grants to Secured Party a security interest in and to all of Debtor's right, title and interest in, to and under the following property, in each case whether now or hereafter existing or arising or in which Debtor now has or hereafter owns, acquires or develops an interest and wherever located (collectively, the "Collateral"): (a) all trademarks (including service marks), trade names, trade dress, and trade styles and the registrations and applications for registration thereof and the goodwill of the business symbolized by the foregoing (but excluding any application to register any trademark, service

mark or other mark prior to use in commerce and the filing under applicable law of a verified statement of use in commerce or amendment to allege use (or the equivalent) in commerce for such trademark, service mark or other mark to the extent the creation of a security interest therein or the grant of a mortgage thereon would void or invalidate such trademark, service mark or other mark); (b) all licenses of the foregoing, whether as licensee or licensor; (c) all renewals of the foregoing; (d) all income, royalties, damages, and payments now or hereafter due or payable with respect thereto, including, without limitation, damages, claims, and payments for past and future infringements thereof; (e) all rights to sue for past, present, and future infringements of the foregoing, including the right to settle suits involving claims and demands for royalties owing; and (f) all rights corresponding to any of the foregoing throughout the world; provided that "Collateral" shall not include (i) any application to register any Trademark prior to the filing under applicable law of a verified statement of use (or the equivalent) for such Trademark to the extent the creation of a security interest therein would invalidate such Trademark or (ii) any other Excluded Collateral; provided further, however, that if and when any such application shall be filed, under applicable law of a verified statement of use (or the equivalent) for such Trademark, or such Excluded Collateral shall cease to be Excluded Collateral, such application or other such property shall be deemed "Collateral" herein.

(b) Continuing Security Interest. Debtor agrees that this Agreement shall create a continuing security interest in the Collateral which shall remain in effect until terminated in accordance with Section 11.

3. Supplement to Security Agreement. This Agreement has been entered into in conjunction with the security interests granted to Secured Party under the Security Agreement or other security documents referred to therein. The rights and remedies of Secured Party with respect to the security interests granted herein are without prejudice to, and are in addition to those set forth in the Security Agreement or any other security documents referred to therein, all terms and provisions of which are incorporated herein by reference.

4. Representations and Warranties. Debtor represents and warrants to Secured Party that a true and correct list of all trademarks, trademark registrations or applications owned by Debtor, in whole or in part, is set forth in Schedule A.

5. Further Acts. On a continuing basis, Debtor shall make, execute, acknowledge and deliver, and file and record in the proper filing and recording places, all such instruments and documents, and take all such action as may be reasonably necessary or advisable or may be reasonably requested by Secured Party to carry out the intent and purposes of this Agreement, or for assuring, confirming or protecting the grant or perfection of the security interest granted or purported to be granted hereby, to ensure Debtor's compliance with this Agreement or to enable Secured Party to exercise and enforce its rights and remedies hereunder with respect to the Collateral, including any documents for filing with the USPTO or any applicable state or foreign office. Secured Party may record this Agreement, an abstract thereof, or any other document reasonably necessary and signed by Debtor describing Secured Party's interest in the Collateral with the USPTO, at the expense of Debtor. In addition, Debtor authorizes Secured Party to file financing statements describing the Collateral in any UCC filing office deemed appropriate by Secured Party.



6. Binding Effect. This Agreement shall be binding upon, inure to the benefit of and be enforceable by Debtor, Secured Party and their respective successors and assigns. Debtor may not assign, transfer, hypothecate or otherwise convey its rights, benefits, obligations or duties hereunder except as specifically permitted by the Security Agreement.

7. Governing Law. This Agreement shall be governed by, and construed in accordance with, the law of the State of Utah, except as required by mandatory provisions of law or to the extent the perfection or priority of the security interests hereunder, or the remedies hereunder, in respect of any Collateral are governed by the law of a jurisdiction other than Utah.

8. Entire Agreement; Amendment. This Agreement and the Security Agreement, together with the Schedules hereto and thereto, contain the entire agreement of the parties with respect to the subject matter hereof and supersede all prior drafts and communications relating to such subject matter. Neither this Agreement nor any provision hereof may be modified, amended or waived except by the written agreement of the parties, as provided in the Security Agreement.

9. Counterparts. This Agreement may be executed in any number of counterparts and by different parties hereto in separate counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute but one and the same agreement. Delivery of an executed counterpart of this Agreement by facsimile or electronic mail shall be equally as effective as delivery of a manually executed counterpart. Any party hereto delivering a counterpart of this Agreement by facsimile or electronic mail shall also deliver a manually executed counterpart, but the failure to so deliver a manually executed counterpart shall not affect the validity, enforceability, or binding effect hereof.

10. Termination. Upon payment and performance in full of all Obligations, the security interests created by this Agreement shall terminate and Secured Party (at Debtor's expense) shall promptly execute and deliver to Debtor such documents, releases and instruments reasonably requested by Debtor as shall be necessary to evidence termination of all such security interests given by Debtor to Secured Party hereunder, including cancellation of this Agreement by written notice from Secured Party to the USPTO.

11. Severability. If one or more provisions contained in this Agreement shall be invalid, illegal or unenforceable in any respect in any jurisdiction or with respect to any party, such invalidity, illegality or unenforceability in such jurisdiction or with respect to such party shall, to the fullest extent permitted by applicable law, not invalidate or render illegal or unenforceable any such provision in any other jurisdiction or with respect to any other party, or any other provisions of this Agreement.

12. Notices. All notices and other communications hereunder shall be in writing and shall be mailed, sent or delivered in accordance with the Security Agreement.

[Signature Page(s) Follow]

IN WITNESS WHEREOF, this Trademark Security Agreement has been executed and becomes effective as of the Effective Date.

Debtors:

FRANKLIN COVEY CO.  
a Utah corporation

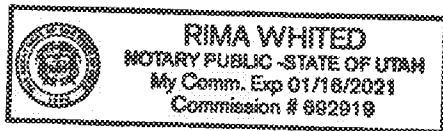
By: Stephen D. Young  
Name: Stephen D. Young  
Title: Executive Vice President, Chief Financial  
Officer, and Corporate Secretary

STATE OF UTAH )

COUNTY OF Utah <sup>RW</sup> ) ss.  
Salt Lake

The foregoing instrument was acknowledged before me this 6<sup>th</sup> day of August, 2019, by Stephen D. Young, the Executive Vice President, Chief Financial Officer, and Corporate Secretary of Franklin Covey Co., a Utah corporation, for and on behalf of said corporation.

Rima Whited  
NOTARY PUBLIC



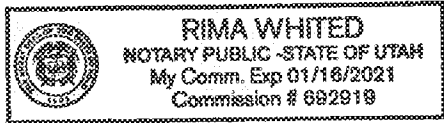
FRANKLIN DEVELOPMENT  
CORPORATION  
a Utah corporation

By: Stephen D. Young  
Name: Stephen D. Young  
Title: President

STATE OF UTAH )  
                  ) ss.  
COUNTY OF Wasatch )

The foregoing instrument was acknowledged before me this 6<sup>th</sup> day of August, 2019, by Stephen D. Young, the President of Franklin Development Corporation, a Utah corporation, for and on behalf of said corporation.

Rima Whited  
NOTARY PUBLIC



FRANKLIN COVEY TRAVEL, INC.  
a Utah corporation

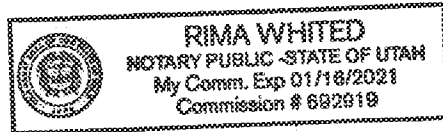
By: Stephen D. Young  
Name: Stephen D. Young  
Title: President

STATE OF UTAH )

COUNTY OF Utah ) ss.  
South Lake

The foregoing instrument was acknowledged before me this 6<sup>th</sup> day of August, 2019, by Stephen D. Young, the President of Franklin Covey Travel, Inc., a Utah corporation, for and on behalf of said corporation.

Rima Whited  
NOTARY PUBLIC



FRANKLIN COVEY CLIENT SALES, INC.  
a Utah corporation

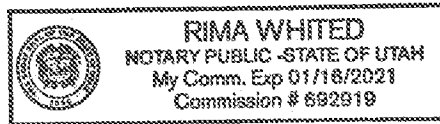
By: Stephen D. Young  
Name: Stephen D. Young  
Title: President

STATE OF UTAH )

COUNTY OF Utah ) ss.  
Salt Lake

The foregoing instrument was acknowledged before me this 6<sup>th</sup> day of August, 2019, by Stephen D. Young, the President of Franklin Covey Client Sales, Inc., a Utah corporation, for and on behalf of said corporation.

Rima Whited  
NOTARY PUBLIC



SCHEDULE A  
TO TRADEMARK SECURITY AGREEMENT

Debtor: Franklin Covey Co.  
Franklin Development Corporation  
Franklin Covey Travel, Inc.  
Franklin Covey Client Sales, Inc.

Secured Party: JPMorgan Chase Bank, N.A.

Trademarks and Trademark Applications:

See Attached.

US TRADEMARKS			
MARK	CLASSES	REG DATE	REG NO
4 DISCIPLINES OF EXECUTION, THE	9 16 35 41	02/21/06	3,060,003
4 ESSENTIAL ROLES OF LEADERSHIP	9	11/27/18	5,616,128
4 ESSENTIAL ROLES OF LEADERSHIP	16 41	09/18/18	5,563,981
4 IMPERATIVES OF GREAT LEADERS, THE	9 16 41	07/12/11	3,993,747
4DX	9 16 35 41	04/07/15	4,714,610
4DX (Stylized logo)	9 16 35 41	05/05/15	4,730,035
5 CHOICES TO EXTRAORDINARY PRODUCTIVITY, THE (child)	9 16 41	07/23/13	4,373,950
5 CHOICES, THE	9 16 41	08/21/12	4,195,739
5 CHOICES, THE (child)	41	03/18/14	4,499,599
7 HABITS FOR MANAGERS, THE	9 16 41	06/23/09	3,642,324
7 HABITS INTERACTIVE, THE	9 16 41	06/23/09	3,642,350
7 HABITS MAXIMIZER, THE	16 41	06/23/09	3,642,326
7 HABITS OF HIGHLY EFFECTIVE FAMILIES, THE	9	12/08/98	2,208,058
7 HABITS OF HIGHLY EFFECTIVE PEOPLE, THE	9 16 41	04/25/06	3,084,533
7 HABITS OF HIGHLY EFFECTIVE TEENS, THE	16	07/18/00	2,367,970
7 HABITS OF HIGHLY EFFECTIVE TEENS, THE	41	07/18/00	2,367,969
7 HABITS OF SUCCESSFUL FAMILIES, THE	9 16 41	02/03/15	4,680,883
7 HABITS, THE	9	02/03/09	3,569,488
7 HABITS, THE	16	02/03/09	3,569,490
7 HABITS, THE	41	02/03/09	3,569,491
8TH HABIT, THE	9	05/17/05	2,952,218
8TH HABIT, THE	16	05/17/05	2,952,217
8TH HABIT, THE	41	08/23/05	2,987,720
ACT ON THE IMPORTANT DON'T REACT TO THE URGENT (C1 of 5Cs)	16 41	03/13/18	5,421,414
ALL ACCESS PASS	16 41	5/16/17	5,203,087
BE PROACTIVE	41	09/20/94	1,854,911
BE PROACTIVE	9 16	03/10/15	4,698,565
BEGIN WITH THE END IN MIND	41	12/18/07	3,354,837
BEGIN WITH THE END IN MIND	9 16	03/10/15	4,698,566
BUILDING PROCESS EXCELLENCE	9 16 41	06/19/12	4,160,106
CHANGE ELEMENT	16 41	12/04/18	5,620,666
CHOICE IS YOURS, THE (STYLIZED)	16, 41	09/08/09	3,679,490
CIRCLE OF CONCERN	41	11/25/14	4,645,252
CIRCLE OF INFLUENCE	41	02/04/14	4,479,147
CLARIFYING YOUR TEAMS PURPOSE AND STRATEGY	9 16 41	03/20/12	4,115,003
CLOSING THE SALE	9	08/01/17	5,258,073
CLOSING THE SALE	16 41	02/14/17	5,143,528
COMPASS logo	9	08/07/01	2,475,867
COMPASS logo	16	02/24/09	3,579,484
COMPASS logo	35	07/31/01	2,473,744
COMPASS logo	35	02/17/09	3,575,573
COMPASS logo	41	07/31/01	2,473,745
CREATE A SHARED VISION AND STRATEGY	16 41	07/16/19	5,807,716
DECISION IS YOURS, THE	16 41	07/19/11	3,998,159
DEVELOPING LIFE-READY LEADERS	16 41	06/25/19	5,789,463
DIAGNOSE BEFORE YOU PRESCRIBE	41	08/04/98	2,178,748
EXECUTE YOUR TEAM'S STRATEGY AND GOALS	16 41	06/04/19	5,770,666
EXECUTION QUOTIENT	16	11/25/03	2,786,980
EXECUTION QUOTIENT	41	06/09/15	4,750,796

US TRADEMARKS			
MARK	CLASSES	REG DATE	REG NO
FILLING YOUR PIPELINE	9 16 41	07/21/15	4,778,249
FIND OUT WHY: THE KEY TO SUCCESSFUL INNOVATION	9 16 41	07/23/19	5,814,159
FIRST THINGS FIRST	9	10/06/98	2,193,148
FRANKLIN COVEY PROJECT MANAGEMENT	41	01/22/02	2,531,872
FRANKLINCOVEY	9	02/24/09	3,579,644
FRANKLINCOVEY	16	10/02/01	2,493,835
FRANKLINCOVEY	18	03/31/09	3,597,808
FRANKLINCOVEY	41	02/24/09	3,579,646
FRANKLINCOVEY	42	05/28/02	2,572,537
FRANKLINCOVEY ALL ACCESS PASS	16	05/16/17	5,203,059
FRANKLINCOVEY ALL ACCESS PASS	41	06/27/17	5,230,649
FRANKLINCOVEY EXCELERATORS (child)	41	01/01/13	4,269,894
FRANKLINCOVEY EXCELERATORS (STYLIZED) (child)	41	01/01/13	4,269,900
FRANKLINCOVEY INSIGHTS	9 16 41	09/22/15	4,815,655
FRANKLINCOVEY ON DEMAND	9 41	06/19/12	4,160,201
FranklinCovey THE ULTIMATE COMPETITIVE ADVANTAGE w/Compass	9 16 35 41	05/20/14	4,534,138
FRANKLINCOVEY W/COMPASS LOGO	9	08/28/18	5,550,442
FRANKLINCOVEY W/COMPASS LOGO	16	09/25/01	2,491,782
FRANKLINCOVEY W/COMPASS LOGO	18	03/24/09	3,594,315
FRANKLINCOVEY W/COMPASS LOGO	35	02/24/09	3,579,648
FRANKLINCOVEY W/COMPASS LOGO	41	02/24/09	3,579,802
FUEL YOUR FIRE DON'T BURN OUT (C5 of 5Cs)	16 41	03/13/18	5,421,467
GET BETTER: 15 PROVEN PRACTICES TO BUILD EFFECTIVE RELATIONSHIPS AT WORK	16 41	06/25/19	5,789,052
GO FOR EXTRAORDINARY DON'T SETTLE FOR ORDINARY (C2 of 5Cs)	16 41	03/13/18	5,421,449
GREAT HAPPENS HERE	9 16 41	03/17/15	4,702,558
HELPING CLIENTS SUCCEED	9	04/05/16	4,930,278
HELPING CLIENTS SUCCEED	16	07/17/01	2,469,200
HELPING CLIENTS SUCCEED	41	07/10/01	2,467,383
INSPIRING TRUST	9 16 41	03/20/12	4,114,905
JHANA	41	10/31/17	5,322,005
LEADER IN ME, THE	16	08/21/12	4,194,110
LEADER IN ME, THE	38	01/31/17	5,131,250
LEADER IN ME, THE	9 41	01/03/12	4,080,353
LEADER IN ME, THE (Teacher Lounge, 41 msg board)	41	07/12/16	4,997,720
LEADER IN ME, THE (Teacher Lounge, 42 msg board)	42	09/06/16	5,037,351
LEADER U	9 16 41	05/30/17	5,214,302
LEADERS@CHANGE	16 41	12/04/18	5,620,667
LEADERSHIP NOTEBOOK	16	02/18/14	4,486,493
LEADERSHIP QUOTIENT	41	01/10/17	5,116,958
LEADERSHIP QUOTIENT	9 16 35	09/26/17	5,293,715
LEADERSHIP: GREAT LEADERS, GREAT TEAMS, GREAT RESULTS	9 16 41	07/16/13	4,366,992
LEADING ACROSS GENERATIONS	9 16 41	02/24/09	3,580,075
LEADING CUSTOMER LOYALTY	9 16 41	12/19/17	5,360,677
LEADING CUSTOMER LOYALTY (Stylized)	9 16 41	12/19/17	5,360,678
LIVECLICKS	41	08/19/14	4,587,857
LQ	9 16 41	08/07/18	5,537,432
MATURITY CONTINUUM (STYLIZED)	9 16 41	03/17/15	4,702,663
MEETING IN A BOX	16 41	09/13/11	4,024,854
MILLENNIALS @ WORK	16 41	12/4/18	5,620,665



US TRADEMARKS			
MARK	CLASSES	REG DATE	REG NO
My4Dx.com	42	04/19/16	4,939,088
NOBILITY OF POLICING, THE	41	02/14/12	4,098,481
NOBILITY OF POLICING, THE	9 16 41	10/30/18	5,594,100
PERSONAL EFFECTIVENESS QUOTIENT	9 16 35	10/20/15	4,834,450
POWER PRINCIPLE, THE	41	12/08/98	2,208,271
PRESENTATION ADVANTAGE	16	8/21/18	5,544,662
PRESENTATION ADVANTAGE	41	08/01/00	2,372,217
PRIVATE VICTORY	41	08/04/98	2,178,747
PROJECT MANAGEMENT ESSENTIALS	9 16 41	07/07/15	4,766,936
PROJECT MANAGER	9 16 41	12/15/15	4,869,868
PUBLIC VICTORY	41	08/04/98	2,178,746
PUT FIRST THINGS FIRST	41	03/25/08	3,400,506
PUT FIRST THINGS FIRST	9 16	03/03/15	4,694,735
QUALIFYING OPPORTUNITIES	9 16 41	01/31/17	5,131,347
RULE YOUR TECHNOLOGY DON'T LET IT RULE YOU (C4 of 5Cs)	16 41	03/13/18	5,421,466
SCHEDULE THE BIG ROCKS DON'T SORT GRAVEL (C3 of 5Cs)	16 41	03/13/18	5,421,450
SEE-DO-GET	16 41	07/24/18	5,522,162
SEEK FIRST TO UNDERSTAND, THEN TO BE UNDERSTOOD	9	12/09/14	4,652,828
SEEK FIRST TO UNDERSTAND, THEN TO BE UNDERSTOOD	16	12/09/14	4,652,193
SEEK FIRST TO UNDERSTAND, THEN TO BE UNDERSTOOD	41	12/18/07	3,354,836
SHARPEN THE SAW	9	09/26/17	5,295,958
SHARPEN THE SAW	16	05/23/17	5,209,271
SHARPEN THE SAW	41	01/10/95	1,872,875
SPEED OF TRUST DIGITAL COACH	9 42	01/31/17	5,134,222
STRIKINGLY DIFFERENT	16 41	07/10/18	5,511,321
SYNERGIZE	41	11/15/94	1,862,827
SYNERGIZE	9 16	06/21/16	4,980,725
THINK WIN-WIN	41	12/18/07	3,355,784
THINK WIN-WIN	41	12/18/07	3,354,835
THINK WIN-WIN	9 16	01/31/17	5,131,346
TIME MATRIX, THE	16	01/27/15	4,679,266
Time Matrix/4 Quadrants (Stylized logo)	9	06/14/16	4,978,586
Time Matrix/4 Quadrants (Stylized logo)	16 41	09/29/15	4,820,597
TQ	9 16 35 41	12/19/17	5,357,473
TRUST QUOTIENT	9 16 35 41	12/19/17	5,357,474
ULTIMATE COMPETITIVE ADVANTAGE, THE	9 16 35 41	05/13/14	4,530,224
UNLEASH YOUR TEAM'S POTENTIAL THROUGH COACHING	16 41	06/04/19	5,770,665
UNLEASHING TALENT	9 16 41	06/26/12	4,163,333
WE ENABLE GREATNESS	41	06/13/17	5,221,107
We Enable Greatness in People and Organizations Everywhere	41	11/15/16	5,082,241
WIG	16 41	12/31/13	4,457,409
WILDLY IMPORTANT GOAL	41	03/17/15	4,704,157
WILDLY IMPORTANT GOALS	9	03/07/17	5,156,617
WILDLY IMPORTANT GOALS	16	11/15/16	5,082,305
WINNING CUSTOMER LOYALTY	35	07/12/11	3,994,300
WINNING CUSTOMER LOYALTY	41	07/05/11	3,990,418
WRITING ADVANTAGE	16	01/23/96	1,951,968
WRITING ADVANTAGE	41	08/14/18	5,539,929
xQ	16	11/25/03	2,786,981

US TRADEMARKS			
MARK	CLASSES	REG DATE	REG NO
xQ	35	08/05/08	3,480,281