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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

100970533

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID# \_\_\_\_\_
- Correction of PTO Error  
Real # \_\_\_\_\_ Frame # \_\_\_\_\_
- Corrective Document  
Real # \_\_\_\_\_ Frame # \_\_\_\_\_

Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year \_\_\_\_\_
- Merger
- Change of Name \_\_\_\_\_
- Other \_\_\_\_\_

Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name The College for Financial Planning

1/14/99

Formerly \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Arizona

Receiving Party

Mark if additional names of receiving parties attached

Name Apollo Group, Inc.

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 4615 East Elwood Street

Address (line 2) \_\_\_\_\_

Address (line 3) Phoenix Arizona 85040

City

State/Country

Zip Code

- Individual  General Partnership  Limited Partnership

- Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Arizona

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached (Designation must be a separate document from Assignment.)

02/23/1999 JSHADAZZ 00000113 74722370

FOR OFFICE USE ONLY

520E

01 FC:481  
02 FC:482

40.00 OP  
475.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Office, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
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Repln. Ref: 02/23/1999 JSHADAZZ 0009522700

DA#:192814 Name/Number:74722370

FC: 704 \$5.00 CR

TRADEMARK  
REEL: 1858 FRAME: 0978

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TRADEMARK

Domestic Representative Name and Address

1999 FEB 22 AM 9:00  
Enter for the first Receiving Party only.

OPR/FINANCE

Name

[Empty text box]

Address (line 1)

[Empty text box]

Address (line 2)

[Empty text box]

Address (line 3)

[Empty text box]

Address (line 4)

[Empty text box]

Correspondent Name and Address

Area Code and Telephone Number (602) 382-6376

Name

Christine M. Szwerc, Esq.

Address (line 1)

SNELL & WILMER

Address (line 2)

One Arizona Center

Address (line 3)

400 East Van Buren Street

Address (line 4)

Phoenix, Arizona 85004-0001

Pages

Enter the total number of pages of attached conveyance document including any attachments.

# 6

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

74/722,370	75/294,964	75/355,489
75/140,156	75/294,965	75/355,488
75/139,898	75/295,113	75/284,830

Registration Number(s)

1,111,491	2,045,094	1,947,733
2,118,521	2,080,227	1,903,988
2,118,520	2,034,594	

Number of Properties

Enter the total number of properties involved.

# 20

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 520.00

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

# 19-2814

Authorization to charge additional fees: Yes  No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Christine M. Szwerc

Name of Person Signing

Christine M. Szwerc  
Signature

February 16, 1999

Date signed

**ATTACHMENT - TRADEMARK RECORDATION COVER SHEET**

Conveying Party: The College for Financial Planning

Receiving Party: Apollo Group, Inc.

**Additional properties:**

75/977,980

75/284,831

75/977,981

# TRADEMARK ASSIGNMENT

WHEREAS THE COLLEGE FOR FINANCIAL PLANNING, an Arizona corporation located at 4695 S. Monaco Street, Denver, Colorado 80237-3403 ("Assignor") uses many trademarks, trade names, and/or service marks ("Marks") in connection with its educational goods and services, the applications and registrations of which are identified in Exhibit A; and

WHEREAS APOLLO GROUP, INC., an Arizona corporation located at 4615 East Elwood Street, Phoenix, Arizona 85040 ("Assignee") is a parent corporation of Assignor and desires to acquire all Assignor's right, title, and interest in and to the Marks and Assignor desires to assign the same to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee, its successors, assigns and legal representatives, all of Assignor's right, title and interest in and to the Marks, including the goodwill associated therewith, all applications and registrations thereof which are identified in Exhibit A attached to this Assignment and the right to sue for and collect damages for infringements and past infringements thereof.

Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks to record this Assignment for the sole benefit of Assignee, its successors, assigns, and legal representatives.

Assignor hereby agrees, upon request of Assignee, and without further consideration, to promptly provide Assignee with all pertinent facts and documents relating to the Marks which may be known and accessible to Assignor and to promptly assist Assignee in the execution of the transfer of the Marks, including, without limitation, executing all necessary documents.

The parties declare that they have requested and do hereby confirm their request, that this Agreement, and related documents, be in English. Les parties déclarent qu'elles ont exigé et par les présentes confirment leur demande que le présent contrat ainsi que les documents qui s'y rattachent, soient rédigés en anglais.

Executed on this 14 day of JANUARY, 1979

## ASSIGNOR

THE COLLEGE FOR FINANCIAL PLANNING

By: William Owens

Name: William Owens

Title: President

STATE OF COLORADO )  
 ) ss.  
COUNTY OF ARAPAHOE )

On this 14th day of January, 1999, before me, a notary public in and for said county, appeared William R. Owens, who is known to me to be the same person whose name is subscribed to the foregoing instrument, and he acknowledges that he signed, sealed and delivered the said instrument as a free and voluntary act for the uses and purposes therein set forth.

(Seal)

Barbara L. Lewis  
Notary Public Aurora Colorado



My commission expires:



December 07, 1999

# EXHIBIT A- MARKS

## U.S. Trademark and Service Mark Registrations and Applications

MARK	REGISTRATION NUMBER/SERIAL NUMBER	STATUS
COLLEGE FOR FINANCIAL PLANNING	1,111,491	Renewal due January 16, 1999
ACCREDITED TAX PREPARER	2,118,521	Registered on Supplemental Register; §§8 and 15 Affidavits due December 1, 2003
ACCREDITED TAX ADVISOR	2,118,520	Registered on Supplemental Register; §§8 and 15 Affidavits due December 1, 2003
CMFC	2,045,094	Registered; §§8 and 15 Affidavits due March 10, 2003
AAMS	2,080,227	Registered; §§8 and 15 Affidavits due July 14, 2003
INSTITUTE FOR RETIREMENT PLANNING	2,034,594	Registered; §§8 and 15 Affidavits due January 27, 2003
INSTITUTE FOR WEALTH MANAGEMENT	1,947,733	Registered on Supplemental Register; §§8 and 15 Affidavits due January 8, 2002
INSTITUTE FOR TAX STUDIES	1,903,988	Registered on Supplemental Register; §§8 and 15 due July 3, 2001
AIRP AMERICAN INSTITUTE OF RETIREMENT PLANNERS, INC. and DESIGN	74/722,370	Pending

MARK	REGISTRATION NUMBER/SERIAL NUMBER	STATUS
CMFC CHARTERED MUTUAL FUND COUNSELOR	75/140,156	Pending
AAMS ACCREDITED ASSET MANAGEMENT SPECIALIST and DESIGN	75/139,898	Pending
CFKS CERTIFIED 401(K) ADVISOR AMERICAN INSTITUTE OF RETIREMENT PLANNERS, INC.	75/294,964	Pending
	75/294,965	Pending
	75/295,113	Pending
CRIA CERTIFIED ROLLOVER INVESTMENT ADVISOR AMERICAN INSTITUTE OF RETIREMENT PLANNERS, INC. and Design	75/294,965	Pending
CRPS	75/355,489	Pending
CRPC	75/355,488	Pending
CE ONESOURCE	75/284,830	Pending
CE ONESOURCE	75/977,980	Pending

MARK	REGISTRATION NUMBER/SERIAL NUMBER	STATUS
	75/284,831	Pending
	Serial No. TBA	Pending



## Foreign Service Mark Registrations and Applications

MARK/ COUNTRY	REGISTRATION NUMBER/SERIAL NUMBER	STATUS
COLLEGE FOR FINANCIAL PLANNING/ Benelux	426676	Renewal due March 2, 2007
COLLEGE FOR FINANCIAL PLANNING/Canada	352 516	Registered
COLLEGE FOR FINANCIAL PLANNING/France	1,484,299	Renewal due April 6, 2007
COLLEGE FOR FINANCIAL PLANNING/Italy	506344	Renewal due March 31, 2007
COLLEGE FOR FINANCIAL PLANNING/Switzerland	360,280	Renewal due May 11, 2007
COLLEGE FOR FINANCIAL PLANNING/European	348,458	Pending