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3-11-99

RECORDATION FORM  
TRADEMARK

03-17-1999



COMMERCE  
emark Office

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100985356

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
Edelman Communications, Inc.

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation-State Virginia  
☐ Other

Additional name(s) of conveying party(ies) attached?

☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other

Execution Date: March 7, 1999

2. Name and address of receiving party(ies):

Name: Edelman Financial Services, Inc.

Internal Address: Suite 200

Street Address: 12450 Fair Lakes Circle

City: Fairfax State: VA ZIP: 22033

Country: USA

- ☐ Individual(s) citizenship \_\_\_\_\_  
☐ Association \_\_\_\_\_  
☐ General Partnership \_\_\_\_\_  
☐ Limited Partnership \_\_\_\_\_  
☒ Corporation-State Virginia  
☐ Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No

(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

(See attached schedule)

B. Trademark registration No.(s)

(See attached schedule)

Additional numbers attached? ☒ Yes ☐ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Paul F. Kilmer, Esq.

Internal Address: Gadsby & Hannah LLP

Street Address: 1747 Pennsylvania Avenue, N.W.,

Suite 700

City: Washington State: DC ZIP: 20006

6. Total number of applications and registrations involved:

8

7. Total fee (37 CFR 3.41): ..... \$215.00

- ☒ Enclosed  
☐ Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

03/16/1999 JSHABAZZ 00000009 75462595

01 FC:481 40.00 DP  
02 FC:482 75.00 DP

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.

Anthony R. Masiello  
Name of Person Signing

Signature

March 11, 1999  
Date

Total number of pages comprising cover sheet:

2

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks

Box Assignments

Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231 and to the Office of Management and Budget paperwork Reduction Project (0651-0011).

{W0018251.DOC;1}

TRADEMARK  
REEL: 1868 FRAME: 0520

**Applications**

<b><u>MARK</u></b>	<b><u>SERIAL NO.</u></b>	<b><u>FILED</u></b>
BECAUSE MONEY DOESN'T COME WITH INSTRUCTIONS	75/462,595	April 6, 1998
INSIDE PERSONAL FINANCE WITH RIC EDELMAN	75/512,845	June 30, 1998
RIC EDELMAN	75/282,991	April 28, 1997

**Registrations**

<b><u>MARK</u></b>	<b><u>REG. NO.</u></b>	<b><u>REG. DATE</u></b>
EDELMAN FINANCIAL SERVICES INCORPORATED (and design)	2,186,886	September 1, 1998
RIC EDELMAN'S MONEY UNIVERSITY	2,125,384	December 30, 1997
EDELMAN ADVISOR MAGAZINE	1,968,518	April 16, 1996
EDELMAN FINANCIAL SERVICES	1,880,034	February 21, 1995
YOUR MONEY MATTERS WITH RIC EDELMAN	1,831,643	April 19, 1994

## **ASSIGNMENT**

**WHEREAS**, Edelman Communications, Inc., a Virginia corporation, having a principal business address at 12450 Fair Lakes Circle, Suite 200, Fairfax, Virginia, 22033 (hereinafter "Assignor") has adopted, is using, and is owner of all right, title and interest in and to the trademarks and service marks set forth on Schedule A which is attached hereto and incorporated herein by reference, which marks are registered in the United States Patent and Trademark Office under the registration numbers set forth on Schedule A; and

**WHEREAS**, Assignor has adopted, used, and is owner of all right, title and interest in and to the trademarks and service marks set forth on Schedule B which is attached hereto and incorporated herein by reference, and is the owner of the applications pending in the U.S. Patent and Trademark Office for the registration of such marks, all as described on Schedule B; and

**WHEREAS**, Edelman Financial Services, Inc., a Virginia corporation, having a principal place of business at 12450 Fair Lakes Circle, Suite 200, Fairfax, Virginia, 22033 (hereinafter "Assignee") desires to acquire the aforesaid trademarks and service marks, the U.S. registrations relating thereto and the pending applications for the registration thereof, together with the respective businesses, or portions thereof, to which such marks pertain and all goodwill symbolized by the trademarks and service marks set forth in Schedules A and B hereto.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, transfer and assign to Assignee all right, title and interest in and to the marks and U.S. Registrations set forth on Schedule A attached hereto, together with the respective businesses, or portions thereof, to which such marks pertain and the goodwill symbolized by such trademarks and service marks.

**AND FURTHERMORE**, Assignor does hereby sell, transfer and assign to Assignee all right, title and interest in and to the marks and pending applications for registration in the U.S. Patent and Trademark Office set forth on Schedule B attached hereto, together with the respective businesses, or portions thereof, to which the marks pertain and the goodwill symbolized by such trademarks and service marks.


Assignor further assigns to Assignee all proceeds of infringement suits, the right to sue for and receive all damages accruing from past infringement of the trademarks and service marks set forth in Schedules A and B hereto, and all rights corresponding thereto throughout the world.

{W0018222.DOC;1}

Assignor further agrees that, upon request of Assignee, Assignor shall execute all papers, make all rightful oaths, testify on behalf of Assignee and do all other lawful acts necessary to carry out the intent of this Assignment, as well as provide such other material, information or assistance as Assignee may consider necessary to carry out the intent of this Assignment.

This Assignment shall be binding upon and inure to the benefit of the parties, their successors and/or assigns, and all others acting by, through, with or under their direction, and all those in privity therewith.

**EDELMAN COMMUNICATIONS, INC.**

BY:   
(Signature)

FREDRIC M. EDELMAN  
(Printed Name)

TITLE: Chairman

DATE: 3/1/99

COUNTY OF FAIRFAX :  
STATE OF VIRGINIA :ss

Before me this 1th day of MARCH, 1999 appeared FREDRIC M. EDELMAN who declares that he is CHAIRMAN of Edelman Communications, Inc. and is authorized to execute this Assignment on behalf of said corporation; that he has read and understands the foregoing assignment and has signed it as his free act and deed, and the free act and deed of said corporation.

  
Notary Public

My commission expires: 11-30-00

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**SCHEDULE A**

**TRADEMARKS AND SERVICE MARKS REGISTERED IN THE U.S. PATENT AND  
TRADEMARK OFFICE**

<b><u>MARK</u></b>	<b><u>REG. NO.</u></b>	<b><u>REG. DATE</u></b>
EDELMAN FINANCIAL SERVICES INCORPORATED (and design)	2,186,886	September 1, 1998
RIC EDELMAN'S MONEY UNIVERSITY	2,125,384	December 30, 1997
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YOUR MONEY MATTERS WITH RIC EDELMAN	1,831,643	April 19, 1994

**SCHEDULE B**

**TRADEMARKS AND SERVICE MARKS THE SUBJECT OF PENDING  
APPLICATIONS FOR REGISTRATION IN THE U.S. PATENT AND TRADEMARK  
OFFICE**

<b><u>MARK</u></b>	<b><u>SERIAL NO.</u></b>	<b><u>FILED</u></b>
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