

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Prudential Financial, Inc.		07/01/2003	CORPORATION: NEW JERSEY

RECEIVING PARTY DATA	
Name:	Wachovia Corporation
Street Address:	301 South College Street
Internal Address:	3100 One Wachovia Center
City:	Chapel Hill
State/Country:	NORTH CAROLINA
Postal Code:	28288-0630
Entity Type:	CORPORATION: NORTH CAROLINA

PROPERTY NUMBERS Total: 16

Property Type	Number
Registration Number:	2623205
Registration Number:	2696614
Registration Number:	2117115
Registration Number:	2259976
Registration Number:	2259975
Registration Number:	1432593
Registration Number:	2323835
Registration Number:	2046756
Registration Number:	2278309
Registration Number:	2214654
Registration Number:	1996234
Registration Number:	2044816
Registration Number:	2251772
Serial Number:	78150275

OP \$415.00 2623205

Serial Number:	78201526
Serial Number:	78225208

**CORRESPONDENCE DATA**

Fax Number: (704)331-7598  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Email: gjones@kennedycovington.com  
Correspondent Name: Karl S. Sawyer Jr.  
Address Line 1: 214 North Tryon Street  
Address Line 2: Hearst Tower - 47th Floor  
Address Line 4: Charlotte, NORTH CAROLINA 28202

ATTORNEY DOCKET NUMBER:	13575.525 WACHOVIA (PICA)
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NAME OF SUBMITTER:	GeoRene Jones, Trademark Paralegal
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Total Attachments: 5  
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## TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is effective as of July 1, 2003.

WHEREAS, Wachovia Corporation, a North Carolina corporation ("Wachovia"), and Prudential Financial, Inc., a New Jersey corporation ("Prudential"), have entered into a Retail Brokerage Company Formation Agreement, dated as of February 19, 2003, as amended (the "Formation Agreement"), providing for the contribution of their respective Contributed Businesses (as defined in the Formation Agreement) to Wachovia/Prudential Financial Advisors LLC, a Delaware limited liability company;

WHEREAS, pursuant to the Formation Agreement, The Prudential Insurance Company of America, a New Jersey corporation located at 751 Broad Street, Newark, New Jersey 07102 ("Assignor"), has agreed to assign to Wachovia Securities, LLC, a Delaware limited liability company located at 301 South College Street, Charlotte, North Carolina 28288-0630 ("Assignee") the Prudential Business IP (as defined in the Formation Agreement) owned by the Assignor and used or held for use exclusively or primarily in the Prudential Contributed Business (as defined in the Formation Agreement) that has been designated by Wachovia as Prudential Contributed IP pursuant to Section 5.4(c) of the Formation Agreement; and

WHEREAS, Wachovia has designated certain Prudential Business IP, such as the trademarks identified on Schedule A hereto which are registered, or for which application for registration has been filed in, the United States Patent and Trademark Office (collectively, the "Assigned Marks"), as Prudential Contributed IP.

NOW THEREFORE, for good and valuable consideration (including that recited in the Formation Agreement), the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer and convey to Assignee all of Assignor's right, title and interest in and to the Assigned Marks, together with the good will of the business connected with the use of and symbolized by the Assigned Marks, the registrations and applications for registration thereof and rights of renewal and extension thereof, all of Assignor's common law rights in the Assigned Marks, proceeds, causes of action and rights of recovery for past, present and future infringements of Assignor's rights in the Assigned Marks, and the right to bring any proceeding in the United States Patent and Trademark Office or any equivalent agency in any other country for cancellation, opposition or other proceeding in connection with the Assigned Marks. The right, title and interest in and to each of the Assigned Marks is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignor had this assignment not been made.

Assignee is a successor to the ongoing and existing business of Assignor to which the Assigned Marks pertain for purposes of 15 U.S.C. § 1060.

This assignment has been made in connection with the Formation Agreement and is expressly subject to the terms and conditions thereof.

Assignor further agrees it will, without any additional consideration take, or cause to be taken, all such other and further action as may reasonably be requested by Assignee in order to effect the assignment contemplated hereby.

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IN WITNESS WHEREOF, the undersigned has caused this assignment to be duly executed and delivered as of the date first written above.

THE PRUDENTIAL INSURANCE COMPANY OF  
AMERICA

By: 

Name: John Strangfeld

Title: Chairman and CEO of Prudential Securities  
Incorporated, a subsidiary of Prudential  
Financial, Inc.

SCHEDULE A

Trademark Registrations

<u>Trademark</u>	<u>Class</u>	<u>Reg. Number</u>	<u>Reg. Date</u>
NATIONAL EQUITY TRUST	36	2,623,205	9/24/02
UNIQUE OPPORTUNITIES	36	2,696,614	3/11/03
BROKERAGE ALLIANCE	35, 36	2,117,115	11/25/97
BUSINESSEdge	36	2,259,976	7/6/99
BUSINESSEdge (stylized)	36	2,259,975	7/6/99
INSURED INCOME ACCOUNT	36	1,432,593	3/10/87
P.S.I. SELECT	16	2,323,835	2/29/00
PERSONAL FINANCIAL ARCHITECT	36	2,046,756	3/18/97
STOCKVOICE	36	2,278,309	9/14/99
STOCKWISE	16	2,214,654	12/29/98
WEXFORD	36	1,996,234	8/20/96
WEXFORD CLEARING SERVICES	36	2,044,816	3/11/97
WEXFORD ONLINE	36	2,251,772	6/8/99

Trademark Applications

<u>Trademark</u>	<u>Class</u>	<u>Status</u>	<u>App. Number</u>	<u>App. Date</u>
CAP	36	Pending	78/150,275	8/2/02
SAVVYWOMEN	36	Filed as ITU	78/201,526	1/9/03
PERSONAL FINANCIAL ARCHITECT	36	Pending	78/225,208	3/13/03