

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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
PricewaterhouseCoopers LLP		08/16/2004	limited liability partnership: DELAWARE

RECEIVING PARTY DATA	
Name:	PwC Business Trust
Street Address:	1301 Avenue of the Americas
Internal Address:	Office of the General Counsel
City:	New York
State/Country:	NEW YORK
Postal Code:	10019
Entity Type:	statutory business trust: DELAWARE

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Serial Number:	78229494	PRICEWATERHOUSECOOPERS INVESTMENT ADVISERS
Serial Number:	78291854	PWCIA

CORRESPONDENCE DATA	
Fax Number:	(813)637-7742
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	646-471-1158
Email:	joseph.cilluffo@us.pwc.com
Correspondent Name:	Joseph A Cilluffo
Address Line 1:	1177 Avenue of the Americas
Address Line 2:	Office of the General Counsel
Address Line 4:	New York, NEW YORK 10036

NAME OF SUBMITTER:	Joseph A. Cilluffo
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Total Attachments: 1 source=scan#page1.tif
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TRADEMARK ASSIGNMENT

WHEREAS, PricewaterhouseCoopers LLP, a Delaware limited liability partnership with an address at 1177 Avenue of the Americas, New York NY 10036 ("Assignor") has applied to register the marks PRICEWATERHOUSECOOPERS INVESTMENT ADVISERS and PWCIA (the "Marks") in Class 36 for "financial planning and investment counseling" and "financial investment consultation services," which applications have been assigned United States application Serial Nos. 78/229,494 and 78/291,854, respectively, and were filed based on current use of the mark in commerce on March 25, 2003 and August 25, 2003 (the "Applications");

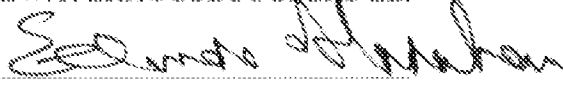
WHEREAS, PwC Business Trust, a business trust organized under the laws of the State of Delaware with an address of 1301 Avenue of the Americas, New York NY 10019 ("Assignee"), wishes to acquire, and Assignor wishes to transfer, sell, assign, and convey the Marks, including all common law rights therein and the Applications therefor, together with the goodwill that they represent and all right, title and interest thereto;

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

1. Assignor hereby transfers, sells, assigns, and conveys unto Assignee the Marks, including all common law rights therein and the Applications therefor, together with the goodwill that they represent and all right, title and interest thereto, as well as the right to sue and collect damages in Assignee's own name for any and all past, present or future infringement, dilution, or other injury to the goodwill thereof.
2. Assignor agrees to execute and deliver to Assignee such instruments of transfer and other documents as Assignee may reasonably request to effect the purposes of this Agreement.

IN WITNESS WHEREOF, Assignor has caused this Agreement to be executed as of the date written below.

PRICEWATERHOUSECOOPERS LLP

By: 
Ellenore O'Hanrahan, Principal

Date: August 16, 2004