

Form PTO-1594 (Rev. 06/04)  
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)/Execution Date(s):**

Strong Financial Corporation

- Individual(s)
- General Partnership
- Corporation-State Wisconsin
- Other
- Association
- Limited Partnership

Citizenship (see guidelines) \_\_\_\_\_

Execution Date(s) 02/11/2005

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance:**

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

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

Additional names, addresses, or citizenship attached?  Yes  No

Name: Wells Fargo & Company

Internal Address: 1700 Wells Fargo Center, MAC N9305-176

Street Address: Sixth and Marquette

City: Minneapolis

State: Minnesota

Country: US Zip: 55479

- Association Citizenship \_\_\_\_\_
- General Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship Delaware
- Other \_\_\_\_\_ Citizenship \_\_\_\_\_

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)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)  
see attached Schedule A

B. Trademark Registration No.(s)  
see attached Schedule A

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

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

Name: Brian G. Gilpin

Internal Address: Godfrey & Kahn, S.C.

Street Address: 780 N. Water Street

City: Milwaukee

State: WI Zip: 53202

Phone Number: 414-273-3500

Fax Number: 414-273-5198

Email Address: docketing@gklaw.com

**6. Total number of applications and registrations involved:** 16

**7. Total fee (37 CFR 2.6(b)(6) & 3.41)** \$ 440

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 07-1509

Authorized User Name Godfrey & Kahn, S.C.

**9. Signature:** Brian G. Gilpin Feb 24, 2005  
Signature Date

Brian G. Gilpin

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 3

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5895, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450


TRADEMARK

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## SCHEDULE A

	<u>MARK</u>	<u>SERIAL NO./REG. NO.</u>	<u>FILING DATE/REG. DATE</u>	<u>STATUS</u>	<u>RECORD OWNER</u>
1.	CLUB(K)	78/273,774	07/14/03	Allowed	Strong Financial Corporation
2.	ESSENTIALS OF EXCELLENCE	78/459,789	07/30/04	Pending	Strong Financial Corporation
3.	NETDIRECT	2,153,681	04/28/98	Registered	Strong Financial Corporation
4.	STRONG	2,160,281	05/26/98	Registered	Strong Financial Corporation
5.	STRONG ADVISOR	1,917,425	09/05/95	Registered	Strong Financial Corporation
6.		1,456,828	09/08/87	Registered	Strong Financial Corporation
7.	STRONG DIRECT	2,030,684	01/14/97	Registered	Strong Financial Corporation
8.	STRONG FINANCIAL	2,714,361	05/06/03	Registered	Strong Financial Corporation
10.	STRONG FUNDS	2,207,217	12/01/98	Registered	Strong Financial Corporation
11.	STRONG HERITAGE MONEY FUND	2,037,100	02/11/097	Registered	Strong Financial Corporation
12.	STRONG INVESTOR	1,839,388	06/14/94	Registered	Strong Financial Corporation
13.	STRONG RETIREMENT INCOME PLANNER	78/272,822	07/10/03	Allowed	Strong Financial Corporation
14.	STRONGSIGNALS	2,695,167	03/11/03	Registered	Strong Financial Corporation
15.	THE STRONG SPONSORLINK	2,132,775	01/27/98	Registered	Strong Financial Corporation
16.	WEB ED	76/292,193	07/30/01	Allowed – SOU filed	Strong Financial Corporation

## TRADEMARK ASSIGNMENT

WHEREAS, Strong Financial Corporation, a Wisconsin corporation ("Assignor"), was owner of the trademarks and applications therefor listed in attached Schedule A (the "Trademarks") including the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks and all common law rights thereto; and

WHEREAS, Wells Fargo & Company, a Delaware corporation having a place of business at 1700 Wells Fargo Center, MAC N9305-176, Sixth and Marquette, Minneapolis, MN 55479 ("Assignee"), has acquired all rights throughout the world in and to the Trademarks, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, along with all common law rights thereto and the right to recover damages and profits for past and future infringements thereof.

NOW, THEREFORE, for the good and valuable consideration recited in the December 31, 2004, Asset Purchase Agreement between Assignor and Assignee, including one dollar (\$1.00) and other good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor confirms its sale, assignment, and transfer to Assignee and does hereby sell, assign, and transfer unto Assignee all right, title, and interest in and to the Trademarks, together with all common law rights therein, the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, throughout the world, all renewals thereof, and all rights of action, powers, and benefits accrued thereto, including the right to sue for and collect damages and profits for past and future infringements thereof.

Dated this 11 day of February, 2005.

STRONG FINANCIAL CORPORATION

By: 

Name: John W. Widmer

Title: President