

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ameriprise Financial Services, Inc.		09/29/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Ameriprise Financial, Inc.		
Street Address:	707 Second Avenue South		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55474		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3140556	PLANNING BEYOND THE NUMBERS	
CORRESPONDENCE DATA			
Fax Number:	(602)382-6070		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	602-382-6228		
Email:	hsobelman@swlaw.com		
Correspondent Name:	Howard Sobelman, Snell & Wilmer L.L.P.		
Address Line 1:	One Arizona Center, 400 E. Van Buren		
Address Line 4:	Phoenix, ARIZONA 85004-2202		
ATTORNEY DOCKET NUMBER:	59335.3100		
NAME OF SUBMITTER:	Howard Sobelman		
Signature:	/Howard Sobelman/		
Date:	09/29/2006		

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Total Attachments: 3

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ASSIGNMENT OF TRADEMARK

Whereas, **Ameriprise Financial Services, Inc.**, a Delaware corporation, having its principal offices at 70100 Ameriprise Financial Center, Minneapolis, Minnesota 55474 (Assignor), has adopted, used, is using and is the owner of the trademark listed on Schedule A attached hereto;

Whereas, **Ameriprise Financial, Inc.** (Assignee), a Delaware corporation having its principal place of business at 707 Second Avenue South, Minneapolis, Minnesota 55474, is desirous of acquiring all rights to said trademark, including all common-law rights thereto;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said trademark, together with the goodwill of the business symbolized by said trademark and any applications and registrations thereof, and including all common-law and other rights, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said trademark and any applications and registrations thereof prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use. Assignor hereby agrees that it will execute any additional documents necessary to complete the recordal of this assignment in any country or jurisdiction where necessary.

The assignment is to a successor which is ongoing and existing and the transfer includes all the business appertaining thereto.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of the Assignor and Assignee, does hereby execute this assignment to take effect on the 29 day of September, 2006.

ASSIGNOR

Name: Giunero Floro
Title: VP

On this 26th day of September, 2006, before me, a Notary Public, appeared Giunero Floro, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and is known to me as a person authorized to sign singly on behalf of the Assignor, and acknowledged that he signed and delivered the document as his free and voluntary act for the uses and purposes therein set forth.

[Signature]
Notary Public

CHRISTLEAN ALPHONSE
NOTARY PUBLIC, STATE OF NEW YORK
REG. # 01AL6152306
QUALIFIED IN BRONX COUNTY
MY COMMISSION EXPIRES 09/05/2010

SCHEDULE A

<u>Country</u>	<u>Trademark</u>	<u>Reg. No.</u>
U.S.	PLANNING BEYOND THE NUMBERS	3,140,556

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