

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American Century Services, LLC		01/24/2007	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	American Century Proprietary Holdings, Inc.		
Street Address:	4500 Main Street		
City:	Kansas City		
State/Country:	MISSOURI		
Postal Code:	64111		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3185562	ON PLAN INVESTING	
CORRESPONDENCE DATA			
Fax Number:	(312)616-5700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	trademark@leydig.com		
Correspondent Name:	Tamara Miller, Leydig, Voit & Mayer		
Address Line 1:	180 N. Stetson, Two Prudential Plaza		
Address Line 2:	Suite 4900		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	231532		
NAME OF SUBMITTER:	Tamara Miller		
Signature:	/Tamara Miller/		
Date:	01/25/2007		

CH \$40.00 3185562

Total Attachments: 2

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ASSIGNMENT

WHEREAS, American Century Services, LLC, a Delaware limited liability company, is the owner of all right, title and interest in and to the following U.S. mark and the registration therefor (hereinafter, collectively, the "Mark"):

<u>Mark</u>	<u>Registration No.</u>	<u>Date of Registration</u>
ON PLAN INVESTING	3,185,562	December 19, 2006

WHEREAS, American Century Proprietary Holdings, Inc., a Delaware corporation, located at 4500 Main Street, Kansas City, Missouri 64111, is desirous of acquiring said Mark and the registration therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, American Century Services, LLC assigns and transfers to American Century Proprietary Holdings, Inc, a Delaware corporation, and its successors in interest, all right, title and interest in and to said Mark, and the registration therefor, including all common-law and other rights in said Mark and the goodwill of the business symbolized by said Mark and the registration therefor, all claims, demands and causes for action, both at law and in equity, that American Century Services, LLC may have, or may hereinafter acquire, on account of any infringement of said Mark prior to the date hereof, and does hereby empower American Century Proprietary Holdings, Inc., and its successors in interest, to sue for and collect the same, to its and their own and absolute use. American Century Services, LLC hereby agrees to sign any further documentation necessary to effectuate this Assignment.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of American Century Services, LLC, does hereby execute this assignment. This Assignment is to take effect on the date of signing.

American Century Services, LLC

Date: 1-24-07

By


Name: Christopher E. Atteberry

Title: Vice-President