

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
KeyCorp.		02/09/2007	CORPORATION: OHIO

RECEIVING PARTY DATA

Name:	UBS AG
Street Address:	Bahnhofstrasse 45
City:	Zurich
State/Country:	SWITZERLAND
Postal Code:	CH-8001
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	1363708	THE IRA DIRECTOR
Registration Number:	2462055	MCDONALD ADVISOR
Registration Number:	2377889	MCDONALD ASSET CHOICE
Registration Number:	2579816	MCDONALD EQUITY PARTNER
Registration Number:	2747372	MCDONALD FINANCIAL GROUP
Registration Number:	2854083	MCDONALD ONLINE
Registration Number:	2805102	MCDONALDPRIME
Registration Number:	2804986	MCDONALDPRIME CONNECT
Registration Number:	2832180	MCDONALDPRIME INSTITUTIONAL
Registration Number:	2377890	MCDONALD PRIVATE PORTFOLIO ADVISOR
Registration Number:	2721856	TOTAL ACCESS ACCOUNT
Serial Number:	78674198	GRADISON
Registration Number:	2849505	GRADISON MCDONALD FINANCIAL GROUP

CORRESPONDENCE DATA

900080513

**TRADEMARK
 REEL: 003570 FRAME: 0878**

CH \$340.00 1363708

Fax Number: (202)663-8007
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 202-663-8000
Email: va-logocops@pillsburywinthrop.com
Correspondent Name: Patrick J. Jennings
Address Line 1: 2300 N Street, N.W.
Address Line 4: Washington, DISTRICT OF COLUMBIA 20037

ATTORNEY DOCKET NUMBER:	44984/362192
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DOMESTIC REPRESENTATIVE

Name: Patrick J. Jennings
Address Line 1: 2300 N Street, N.W.
Address Line 4: Washington, DISTRICT OF COLUMBIA 20037

NAME OF SUBMITTER:	Patrick J. Jennings
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Signature:	/Pat Jennings/
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Date:	06/28/2007
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Total Attachments: 8

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INTELLECTUAL PROPERTY ASSIGNMENT

This INTELLECTUAL PROPERTY ASSIGNMENT (this "Assignment"), effective the ninth day of February, 2007, is made and entered into by and between KeyCorp, an Ohio corporation, and McDonald Investments Inc., an Ohio corporation (collectively, the "Assignors") and UBS AG ("Assignee") (each a "Party," and collectively, the "Parties"). Capitalized terms used herein but not otherwise defined herein shall have the meanings set forth in the Purchase Agreement (defined below).

WHEREAS, KeyCorp is the owner of each of (i) the trademarks and service marks, and all registrations and applications thereon (including any and all goodwill symbolized thereby) set forth on Schedule A hereto, and (ii) the Internet domain name registrations set forth on Schedule B hereto (the "Domain Names") ((i) and (ii), collectively, the "Scheduled Intellectual Property");

WHEREAS, Assignors and UBS Financial Services, Inc., a wholly-owned subsidiary of Assignee, entered into that certain Asset Purchase Agreement, dated as of September 5, 2006, as amended (the "Purchase Agreement"), providing for the sale of the Assets and the assumption of certain liabilities, all upon the terms and conditions set forth in the Purchase Agreement;

WHEREAS, UBS Financial Services, Inc. and Assignee have agreed that Assignee shall own the Assigned Intellectual Property (defined below); and

WHEREAS, the execution and delivery of this Assignment is a condition to Closing.

NOW THEREFORE, for the consideration set forth in the Purchase Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignment. Effective upon Closing, Assignors hereby assign to Assignee all of Assignors' right, title and interest in and to the Scheduled Intellectual Property; all other trademarks, trade names, domain names, service marks, logos, and goodwill appurtenant thereto, corporate names, or comparable intellectual properties used or held for use primarily in the Business or incorporating the names "McDonald" or "Gradison" or any derivation thereof, or any registration or application for any of the foregoing, owned or licensed by either Assignor (or any of its Affiliates); and all other Intellectual Property owned by Assignors or any of their respective Affiliates and used or held for use primarily in the Business (collectively, the "Assigned Intellectual Property"), including all rights therein provided by international conventions and treaties, and the right to sue for past, present and future infringement thereof.
2. Registrant Name Change Agreement. Within ten (10) days following Closing, Assignors shall (i) execute or otherwise complete the applicable registrant name change agreement or other forms required by the applicable Internet domain name registrar for each Domain Name (the "Registering Authority") to transfer such Domain Name to Assignee on an expedited basis, and (ii) submit or file such registrant name change

agreements or other forms to or with the Registering Authority. Assignors shall promptly take any further actions required to transfer such Domain Names to Assignee on an expedited basis, in accordance with the policies and rules of the Registering Authority.

3. Further Assurances. Assignors shall, at the cost and expense of Assignee, timely execute and deliver any additional documents and perform such additional acts necessary or desirable to record and perfect the interest of Assignee in and to the Assigned Intellectual Property, and shall not enter into any agreement in conflict with this Assignment.

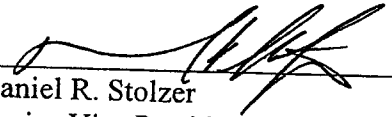
4. Governing Law. This Assignment shall be governed by and construed in accordance with the laws of the State of New York.

5. Counterparts. This Assignment may be executed in one or more counterparts, each of which shall be deemed an original, and all of which together shall constitute one and the same agreement.

IN WITNESS WHEREOF, each Party has caused this Assignment to be executed by its duly authorized representative.

KEYCORP:

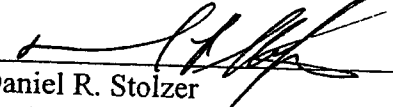
UBS AG:

By: 
Daniel R. Stolzer
Senior Vice President and Deputy
General Counsel

By: _____
Mark N. Klein
Executive Director

By: _____
Christine O'Malley
Director

MCDONALD INVESTMENTS INC.:

By: 
Daniel R. Stolzer
Assistant Secretary

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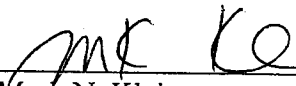
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By: _____
Daniel R. Stolzer
Senior Vice President and Deputy
General Counsel

By:  _____
Mark N. Klein
Executive Director

By: _____
Christine O'Malley
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UBS AG:

By: _____
Daniel R. Stolzer
Senior Vice President and Deputy
General Counsel

By: _____
Mark N. Klein
Executive Director

By: Christine O'Malley
Christine O'Malley
Director

MCDONALD INVESTMENTS INC.:

By: _____
Daniel R. Stolzer
Assistant Secretary

Schedule A to the Intellectual Property Assignment

Registered Service Marks and Applications for Registration:

Mark	Application No. Registration No.	Filing Date Registration Date	International Class	Status	Record Owner
The IRA Director	73/514880 1363708	12/24/1984 10/01/1985	36	Renewed	KeyCorp
McDonald Advisor	75/420271 2462055	01/20/1998 06/19/2001	36	Registered	KeyCorp
McDonald Asset Choice	75/337854 2377889	08/08/1997 08/15/2000	36	Registered	KeyCorp
McDonald Equity Partner	76/024034 2579816	04/12/2000 06/11/2002	36	Registered	KeyCorp
McDonald Financial Group	78/167879 2747372	09/25/2002 08/05/2003	36	Registered	KeyCorp
McDonald Online	75/866596 2854083	12/08/1999 06/15/2004	36	Registered	KeyCorp
McDonaldPRIME	78/247595 2805102	05/09/2003 01/13/2004	36	Registered	KeyCorp
McDonaldPRIME Connect	78/218108 2804986	02/24/2003 01/13/2004	36	Registered	KeyCorp
McDonaldPRIME Institutional	78/270405 2832180	07/03/2003 04/13/2004	36	Registered	KeyCorp
McDonald Private Portfolio Advisor	75/337858 2377890	08/08/1997 08/15/2000	36	Registered	KeyCorp
Total Access Account	76/029651 2721856	04/18/2000 06/03/2003	36	Registered	KeyCorp
Gradison	78/674198 Not available	07/20/2005 Not available	36	Pending application – Notice of Allowance issued on 01/02/07	KeyCorp
Gradison McDonald Financial Group	78/175862 2849505	10/18/2002 06/01/2004	36	Registered	KeyCorp

Schedule A to the Intellectual Property Assignment (continued)

Unregistered Marks and Names:

McDonald Investments Inc.

McDonald Equity Partner

McDonald Equity Partner Strategic Portfolio

MEP

MEP Strategic Portfolio

MPPA (McDonald Private Portfolio Advisor)

MAC (McDonald Asset Choice)

McDonald Advisor Managed

MAM (McDonald Advisor Managed)

McDonald Investment Management Account

MIMA (McDonald Investment Management Account)

TAA (Total Access Account)

Schedule B to the Intellectual Property Assignment

Domain Names:

mcdfg.com

mcdfinancial.com

mcdfinancialgroup.com

mcdinvest.com

mcdinvest.net

mcdinvest.org

mcdonald.info

mcdonaldadvisors.biz

mcdonaldadvisors.info

mcdonaldadvisors.net

mcdonaldadvisors.org

mcdonaldadvisors.us

mcdonaldfinancialadvisors.biz

mcdonaldfinancialadvisors.com

mcdonaldfinancialadvisors.info

mcdonaldfinancialadvisors.net

mcdonaldfinancialadvisors.org

mcdonaldfinancialadvisors.us

mcdonaldfinancialgroup.com

mcdonaldfinancialgroup.info

mcdonaldfinancialgroup.net

mcdonaldfinancialgroup.org

mcdonaldinvement.us

mcdonaldinvest.biz

mcdonaldinvest.com
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mcdonaldinvestments.us
mcdonaldonline.net
mcdonaldprime.com
mcdonaldprimeconnect.com
mcdonaldprimeinstitutional.com
wwwmcdonaldinvest.com
gradisonasset.com
gradisonassetmanagement.com