

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
CCA Strategies LLC		06/28/2007	LIMITED LIABILITY COMPANY: ILLINOIS

RECEIVING PARTY DATA

Name:	J.P. Morgan Retirement Plan Services LLC
Street Address:	9300 Ward Parkway
City:	Kansas City
State/Country:	MISSOURI
Postal Code:	64114
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	78722163	CCA STRATEGIES
Registration Number:	2552633	ENROLLSMART
Registration Number:	3160212	MYMAX
Registration Number:	3198253	OURMAX
Registration Number:	2463817	PARTNER PARITY PLAN
Registration Number:	2473258	PENSMART
Registration Number:	2661604	THE QMAX PROGRAM
Registration Number:	2509194	WHERE NUMBERS BECOME IDEAS
Registration Number:	2505321	REV-RETIRE WITH EXTRA VALUE
Registration Number:	3086466	REWARDSMART

CORRESPONDENCE DATA

Fax Number: (212)355-3333

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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Phone: 212-813-8800
Email: dbreitman@goodwinprocter.com
Correspondent Name: Dana Breitman
Address Line 1: 599 Lexington Avenue
Address Line 2: Goodwin Procter LLP
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	100144171727
NAME OF SUBMITTER:	Dana Breitman
Signature:	/danabreitman/
Date:	06/29/2007

Total Attachments: 2
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ASSIGNMENT

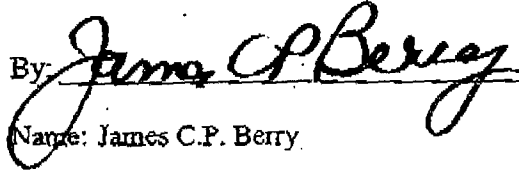
WHEREAS, CCA Strategies LLC, an Illinois limited liability company located at 9300 Ward Parkway, Kansas City, MO 64114 (“**Assignor**”) is the owner of the following trademarks by change of name recorded with the United States Patent and Trademark Office on June 28, 2007, at Reel/Frame No. 3570/0912, merger recorded with the United States Patent and Trademark Office on June 28, 2007, at Reel/Frame No. 3570/0918 and change of name recorded with the United States Patent and Trademark Office on June 28, 2007, at Reel/Frame No. 3570/0927 (hereinafter “**Trademarks**”);

TRADEMARK	REGISTRATION/SERIAL NUMBER
CCA STRATEGIES	78/722,163
ENROLLSMART	2,552,633
MYMAX	3,160,212
OURMAX	3,198,253
PARTNER PARITY PLAN	2,463,817
PENSMART	2,473,258
THE QMAX PROGRAM	2,661,604
WHERE NUMBERS BECOME IDEAS	2,509,194
REV-RETIRE WITH EXTRA VALUE	2,505,321
REWARDSMART	3,086,466

And WHEREAS, J.P. Morgan Retirement Plan Services LLC, a limited liability company organized and existing under the laws of Delaware located at 9300 Ward Parkway, Kansas City, Missouri 64114 (“**Assignee**”) is desirous of acquiring the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified application and registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

CCA STRATEGIES LLC, now known as,
J.P. MORGAN RETIREMENT PLAN
SERVICES LLC

By: 

Name: James C.P. Berry

Title: Secretary

Date: June 28, 2007