

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	SECURITY INTEREST
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
HNW, Inc.		06/29/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	MMV Financial Inc.
Street Address:	95 Wellington Street West
Internal Address:	22nd Floor
City:	Toronto, Ontario
State/Country:	CANADA
Postal Code:	M5J 2N7
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2903838	WEALTH MARKETING SOLUTIONS

CORRESPONDENCE DATA

Fax Number: (312)222-0818  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 312-222-0800  
 Email: chiipdocket@michaelbest.com, jhbrown@michaelbest.com,  
 dsternig@michaelbest.com  
 Correspondent Name: Jeffrey H. Brown  
 Address Line 1: 180 N. Stetson Avenue  
 Address Line 2: Suite 2000  
 Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:	017768-9000
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DOMESTIC REPRESENTATIVE

Name:

**900082282**

**TRADEMARK  
 REEL: 003584 FRAME: 0304**

**OP \$40.00 2903838**

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Jeffrey H. Brown

Signature:

/jeffrey h. brown/

Date:

07/19/2007

Total Attachments: 3

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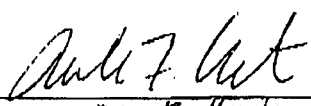
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**CONFIRMATION OF GRANT OF SECURITY INTEREST**

This will confirm that, pursuant to a general security agreement (hereinafter referred to as the "GSA") dated June 29, 2007, between HNW, Inc., a corporation organized under the laws of the State of Delaware (hereinafter referred to as "HNW"), whose full post office address is 936 Broadway, 5<sup>th</sup> Floor, New York, New York 10010, U.S.A. and MMV Financial Inc. (hereinafter referred to as "MMV"), a specialty finance corporation incorporated under the laws of Canada, whose full post office address is 95 Wellington Street West, 22<sup>nd</sup> Floor, Toronto, Ontario, M5J 2N7, and for good and valuable consideration, the receipt and sufficiency of which are hereby confirmed and acknowledged, HNW confirms that it has granted to MMV a security interest, lien and charge in all of HNW's right, title and interest in and to the intellectual property listed on the Schedule attached hereto, including, without limitation, the copyrights, trademarks, patents and trademark and patent applications and registrations listed therein, and in and to any and all continuations, continuations-in-part, updates, developments, divisions, reissues and re-examinations which issue therefrom, the same to be held and enjoyed by MMV, strictly subject to the terms of the GSA.

**EXECUTED** at New York City this 29 day of June, 2007.

**HNW, INC.**

By:   
Name: John R. Hartman  
Title: CFO

I have authority to bind the Corporation

## SCHEDULE OF INTELLECTUAL PROPERTY

### **Trademarks:**

#### *Registered:*

WEALTH MARKETING SOLUTIONS Reg. 2903838 Reg. Date: November 16, 2004 Classes 35 and 42

#### *Not Registered:*

HNW Publisher

HNW Advisor

Wealth & Advice

Wealth & Values

Wealth & Women

HNW (no designation)

HNW PUBLISHER (TM)

HNWADVISOR (TM)

HNW PUBLISHER (TM) ENTERPRISE VERSION

HNWADVISOR.COM (no designation)

HSNADVISOR NEWS (no designation)

HNW WEALTH NEWS (no designation)

HNW WEALTH PULSE (no designation)

HNW CUSTOM RESEARCH (no designation)

HNW WEALTHPULSE SURVEYS (no designation)

### **Patents:**

None.

**Copyrights:**

None.

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