

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                       |                |
|-----------------------|----------------|
| SUBMISSION TYPE:      | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | CHANGE OF NAME |

**CONVEYING PARTY DATA**

| Name                         | Formerly | Execution Date | Entity Type                         |
|------------------------------|----------|----------------|-------------------------------------|
| Asset Marketing Systems, LLC |          | 11/04/2004     | LIMITED LIABILITY COMPANY: DELAWARE |

**RECEIVING PARTY DATA**

|                 |   |
|-----------------|---|
| Name:           | Asset Marketing Systems Insurance Services, LLC |
| Street Address: | 9715 Businesspark Avenue                        |
| City:           | San Diego                                       |
| State/Country:  | CALIFORNIA                                      |
| Postal Code:    | 92131   |
| Entity Type:    | LIMITED LIABILITY COMPANY: DELAWARE             |

**PROPERTY NUMBERS Total: 23**

| Property Type        | Number  | Word Mark                                    |
|----------------------|---------|--|
| Registration Number: | 3272841 | PRACTICAL SOLUTIONS FOR THE RETIREMENT YEARS |
| Registration Number: | 3272831 | SMART IDEAS FOR A SLIGHTLY CRAZY WORLD       |
| Registration Number: | 3238837 | AMS FOR LIFE                                 |
| Registration Number: | 3245308 | BUSINESS BRANDER                             |
| Registration Number: | 3225625 | FOREVERCARE                                  |
| Registration Number: | 3098803 | GIFT GIVER                                   |
| Registration Number: | 3188326 | WEALTH STRUCTURES                            |
| Registration Number: | 3174736 | GUEST SPEAKER                                |
| Registration Number: | 2994674 |  |
| Registration Number: | 3000825 | THE SYSTEM FOR ASSET MARKETING               |
| Registration Number: | 3036490 | ENLIGHTENED EDUCATOR                         |
| Registration Number: | 2999337 | IMAGE BRANDER                                |
| Registration Number: | 3051520 | TAXMAX                                       |
| Registration Number: | 3059419 | PHYSICIAN RX                                 |

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|                      |          |                                  |
|----------------------|----------|----------------------------------|
| Registration Number: | 2491975  | SENIORS ONLY FINANCIAL           |
| Registration Number: | 2637975  | ASSET MARKETING SYSTEMS          |
| Serial Number:       | 78608762 | CU ADVISOR                       |
| Serial Number:       | 78705441 | AMS FOR LTC                      |
| Serial Number:       | 78753533 | BY WOMEN FOR WOMEN               |
| Serial Number:       | 78820131 | YOUR FINANCIAL SOLUTIONS COMPANY |
| Serial Number:       | 78753552 | DO THE RIGHT THING               |
| Serial Number:       | 78486630 | THE ABCS FOR MARKETING LTC       |
| Serial Number:       | 77040820 | PRACTICAL SOLUTIONS              |

**CORRESPONDENCE DATA**

Fax Number: (619)696-1410

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

Phone: 619-236-1551

Email: trademarks@higgslaw.com

Correspondent Name: Charles F. Reidelbach, Jr.

Address Line 1: 401 West A Street, Suite 2600

Address Line 2: Higgs, Fletcher & Mack LLP

Address Line 4: San Diego, CALIFORNIA 92101

|                         |                            |
|-------------------------|----------------------------|
| ATTORNEY DOCKET NUMBER: | 100269-00002               |
| NAME OF SUBMITTER:      | Charles F. Reidelbach, Jr. |
| Signature:              | /charlesfreidelbachjr/     |
| Date:                   | 08/14/2007                 |

**Total Attachments: 2**

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# State of California

SECRETARY OF STATE

## AMENDED CERTIFICATE OF REGISTRATION

*I, KEVIN SHELLEY, Secretary of State of the State of California, hereby certify:*

*That on the 29th day of October, 2004, there was filed in this office an Amended Application for Registration, Foreign Limited Liability Company whereby the name, under which the foreign limited liability company was registered and transacting business in California, as ASSET MARKETING SYSTEMS, LLC a limited liability company organized and existing under the laws of Delaware was changed to ASSET MARKETING SYSTEMS INSURANCE SERVICES, LLC.*

*This limited liability company complied with the requirements of California law in effect on that date for the purpose of registering to transact intrastate business in the State of California and as of the said date has been and is qualified and authorized to transact intrastate business in the State of California. Subject, however to any licensing requirements otherwise imposed by the laws of this State.*

IN WITNESS WHEREOF, I execute  
this certificate and affix the Great  
Seal of the State of California this  
4th day of November, 2004.



*Kevin Shelley*  
KEVIN SHELLEY  
Secretary of State

lg



State of California  
Kevin Shelley  
Secretary of State

LIMITED LIABILITY COMPANY  
APPLICATION FOR REGISTRATION  
CERTIFICATE OF AMENDMENT

A \$30.00 filing fee must accompany this form  
IMPORTANT - Read Instructions before completing this form.

ENDORSED - FILED  
in the office of the Secretary of State  
of the State of California

OCT 29 2004

KEVIN SHELLEY, Secretary of State

This Space For Filing Use Only

1. Secretary of State File Number 200404210095

2. Name under which this foreign limited liability company is conducting business in California:  
Asset Marketing Systems, LLC

3. COMPLETE ONLY THE SECTIONS WHERE INFORMATION IS BEING CHANGED. ADDITIONAL PAGES MAY BE ATTACHED, IF NECESSARY. CONSULT THE INSTRUCTIONS BEFORE COMPLETING THIS FORM.

A. The name under which this foreign limited liability company conducts business in California. (End the name with the words "Limited Liability Company," or "Ltd. Liability Co.," or the abbreviations "LLC" or "L.L.C.")  
Asset Marketing Systems Insurance Services, LLC

B. The name of the foreign limited liability company has been changed as follows and has been recorded in the home state or country:  
ASSET MARKETING SYSTEMS INSURANCE SERVICES, LLC

C. State or country of formation of the foreign limited liability company, if false or erroneous at time of registration.

D. Date on which the foreign limited liability company was formed, if false or erroneous at time of registration.

E. Address of the principal executive office: City State Zip Code

F. Address of the principal office in California: City State CA Zip Code

4. Future effective date, if any: Month Day Year

5. Number of pages attached, if any:

6. Declaration: It is hereby declared that I am the person who executed this instrument, which execution is my act and deed.

Signature of Authorized Person

Michael S. Midiam, Manager

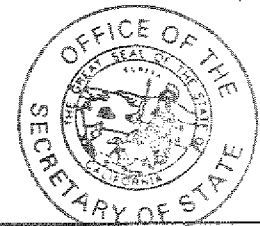
Type or Print Name and Title of Authorized Person

October 5, 2004

Date

RETURN TO:

NAME [ R. Michael Jones, Esq. ]  
FIRM [ Higgs, Fletcher & Mack LLP ]  
ADDRESS [ 401 West "A" Street, 2600 ]  
CITY/STATE [ San Diego, CA 92101 ]  
ZIP CODE [ ]



SEC/STATE (REV. 12/2003)

FORM LLC-6 - FILING FEE: \$30.00  
Approved by Secretary of State