

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	10/19/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
First Financial Planners, Inc.		09/06/2007	CORPORATION: MISSOURI

RECEIVING PARTY DATA

Name:	Advanced Equities Financial Corp.
Street Address:	311 South Wacker Drive
Internal Address:	Suite 1600
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60606
Entity Type:	CORPORATION: ILLINOIS

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	2165498	1 FP
Registration Number:	2312846	REPNET
Registration Number:	2261898	FIRST FINANCIAL PLANNERS, INC.

CORRESPONDENCE DATA

Fax Number: (314)231-1776
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: Brian B. Diekhoff
 Email: uspt@polsinelli.com
 Correspondent Name: Polsinelli Shalton Flanigan Suelthaus PC
 Address Line 1: 100 S. Fourth St.
 Address Line 2: Suite 1100
 Address Line 4: St. Louis, MISSOURI 63102

ATTORNEY DOCKET NUMBER:	054264-120188
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CH \$90.00 2165498

NAME OF SUBMITTER:	Brian B. Diekhoff
Signature:	/Brian B. Diekhoff/
Date:	09/12/2007
Total Attachments: 1 source=First Financial Assignment#page1.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT, *nunc pro tunc* as of October 19, 2005, is made by and between First Financial Planners, Inc., having a place of business at 15455 Conway Road, Chesterfield, Missouri 63017 ("Assignor"), and Advanced Equities Financial Corp., having a place of business at 311 South Wacker Drive, Suite 1600, Chicago, Illinois 60606 ("Assignee").

WHEREAS, Assignor is the owner of United States Trademark Registration Nos. 2,165,498 for 1 FP and Design, 2,312,846 for REPNET and Design, and 2,261,898 for FIRST FINANCIAL PLANNERS, INC., and the goodwill of the business symbolized thereby and associated therewith (the foregoing collectively referred to as the "Marks");

WHEREAS, Assignee is desirous of acquiring the Marks, and of recording its status as owner of the entire right, title and interest in and to the Marks;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignor does hereby assign, transfer and convey to Assignee all its right, title and interest in and to the Marks, inclusive of the goodwill of the business symbolized by the Marks and the right to recover and have damages and profits for past infringements, if any.

2. Assignor agrees to take whatever further action is deemed necessary or appropriate by Assignee to properly and fully effect and perfect the transfer to Assignee of the Mark, including without limitation to execute assignments to Assignee regarding the Marks as may be required in proceedings throughout the world.

3. This Trademark Assignment shall be governed by the internal laws of the State of Missouri, without reference to its conflicts of law principles

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment by and through their properly authorized signatories effective as of the date indicated below.

FIRST FINANCIAL PLANNERS, INC.

By: 

Name: Dominic Pisciotta

Title: President

Date: 9/6/07

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