

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 Management Advisors, LLC		08/31/2007	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	GenSpring Family Offices, LLC		
Street Address:	3801 PGA Boulevard		
Internal Address:	Suite 555		
City:	Palm Beach Gardens		
State/Country:	FLORIDA		
Postal Code:	33410		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	77123511	GENSPRING	
Registration Number:	3372776	\$HIRTSLEEVES TO \$HIRTSLEEVES	
Serial Number:	77167968	GENSPRING	
Serial Number:	77188560		
Serial Number:	77324605	KEEPS ME AWAKE AT NIGHT	
CORRESPONDENCE DATA			
Fax Number:	(914)472-1551		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	scarsdale@colucci-umans.com		
Correspondent Name:	Frank J. Colucci		
Address Line 1:	2		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	D723-003(A,B,C)/005/006		

OP \$140.00 77123511

NAME OF SUBMITTER:	Frank J. Colucci
Signature:	/frank j. colucci/
Date:	03/24/2008
Total Attachments: 0	

**THIS
PAGE
INTENTIONALLY
LEFT
BLANK**