

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The PNC Financial Services Group, Inc.		03/27/2008	CORPORATION:
RECEIVING PARTY DATA			
Name:	J.J.B. Hilliard, W.L. Lyons, LLC		
Street Address:	500 West Jefferson Street		
City:	Louisville		
State/Country:	KENTUCKY		
Postal Code:	40202		
Entity Type:	LIMITED LIABILITY COMPANY:		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2935594	CHARTERED WEALTH ADVISOR	
Registration Number:	3005214	CHARTERED WEALTH ADVISOR	
Registration Number:	3079620	CWA	
CORRESPONDENCE DATA			
Fax Number:	(412)762-4334		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	412-768-2966		
Email:	kelly.bradley@pnc.com		
Correspondent Name:	Robert J. Pugh		
Address Line 1:	249 Fifth Avenue		
Address Line 2:	Mail Stop P1-POPP-21-1		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15222		
NAME OF SUBMITTER:	Robert J. Pugh		
Signature:	/rjp/		

CH \$90.00 2935594

Date:

03/27/2008

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, The PNC Financial Services Group, Inc. ("ASSIGNOR"), a Pennsylvania corporation having a principal place of business at One PNC Plaza, 249 Fifth Avenue, Pittsburgh, Pennsylvania 15222, owns all right, title, and interest in and uses the trademarks, service marks, and/or trade dress set forth on the attached Schedule A, including all registrations and/or applications and all rights at common law, all of which are valid and subsisting (hereinafter the "MARKS");

WHEREAS, J.J.B. Hilliard, W.L. Lyons, LLC ("ASSIGNEE"), a Kentucky limited liability company having a principal place of business at 500 West Jefferson Street, Louisville, Kentucky 40202, is desirous of acquiring all of ASSIGNOR's right, title, and interest in and to the MARKS.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR, intending to be legally bound, does hereby assign, transfer, grant, sell, and set over to ASSIGNEE: ASSIGNOR's entire right, title, and interest in and to the MARKS throughout the world, together with the goodwill of ASSIGNOR's business in connection with which the MARKS are used; and the full right to sue for past, present or future infringement of any of the MARKS, all of these rights to be held and enjoyed by ASSIGNEE, its successors and assigns, as fully as the same would have been held and enjoyed by ASSIGNOR had this assignment not been made. For the consideration aforesaid, ASSIGNOR agrees that it will, upon request, and at ASSIGNEE's sole expense and at no expense to ASSIGNOR, execute additional lawful papers and generally do all other lawful acts reasonable and necessary to give effect to and to record this Assignment. ASSIGNOR warrants and represents that it owns the unencumbered and complete right, title, and interest to the MARKS, possesses the unencumbered right and authority to grant this Assignment, that there are no prior licenses or assignments concerning the MARKS, that the MARKS do not infringe the rights of any third party, that no claims, demands, or lawsuits have been asserted concerning the MARKS, that the MARKS have not been and are not currently being infringed by any third party, and that ASSIGNOR does not own or use, has not applied for, and will not use or apply for any trademarks, service marks, or trade dress identical to or similar to the MARKS.

IN WITNESS WHEREOF, ASSIGNOR has caused this instrument to be signed by its authorized representative effective as of the 27th day of March, 2008.

The PNC Financial Services Group, Inc.
ASSIGNOR

By: 

Name: George P. Long, III

Title: Corporate Secretary

ACKNOWLEDGMENT

STATE OF PENNSYLVANIA)
)
COUNTY OF ALLEGHENY) SS:

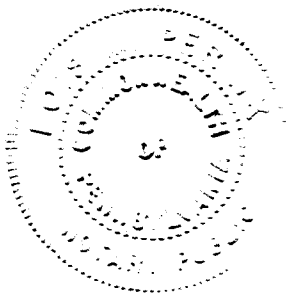
The foregoing instrument was acknowledged before me at Pittsburgh, Pennsylvania, this 27th day of March, 2008, by George P. Long, III, the Corporate Secretary of The PNC Financial Services Group, Inc., a Pennsylvania corporation, on behalf of the corporation.

Lois M. Perlík
Notary Public

My Commission Expires:

(Notarial Seal)

COMMONWEALTH OF PENNSYLVANIA
Notarial Seal
Lois M. Perlík, Notary Public
City Of Pittsburgh, Allegheny County
My Commission Expires Aug. 14, 2010
Member, Pennsylvania Association of Notaries



SCHEDULE A

MARK <small>(Include copy of logo(s), where applicable, either below or by attachment)</small>	Classification; Goods & Services <small>(List the goods and/or services along with the International Classification for each)</small>	Serial No.	Reg. No.	Filing Date	Reg. Date
CHARTERED WEALTH ADVISOR	International Class 035; Business planning and business succession planning. International Class 036; Financial advisory services, namely, providing advice about financial investments, retirement planning, estate planning, risk management, insurance, fiduciary activities, trusts, and charitable fund giving.	76/476,162	2,935,594	12/09/2002	03/22/2005
CHARTERED WEALTH ADVISOR	International Class 041; Educational services, namely, arranging courses of instruction, workshops, seminars, and conferences in the field of financial analysis and distributing course materials in connection therewith.	78/343,255	3,005,214	12/19/2003	10/04/2005
CWA	International Class 035; Business planning and business succession planning. International Class 036; Financial advisory services, namely, providing advice about financial investments, retirement planning, estate planning, risk management, insurance, fiduciary activities, trusts, and charitable fund giving.	78/613,387	3,079,620	04/21/2005	04/11/2006

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