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
J.J.B. Hilliard, W.L. Lyons, Inc.		03/31/2008	CORPORATION: KENTUCKY

RECEIVING PARTY DATA

Name:	J.J.B. Hilliard, W.L. Lyons, LLC
Doing Business As:	DBA Hilliard Lyons
Street Address:	P.O. Box 32760
City:	Louisville
State/Country:	KENTUCKY
Postal Code:	40202
Entity Type:	LIMITED LIABILITY COMPANY: KENTUCKY

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Serial Number:	73806036	
Registration Number:	1582931	
Serial Number:	74569747	CAPITAL SERVICES ACCOUNT

OP $90.00 73806036

CORRESPONDENCE DATA

Fax Number: (502)584-2318
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 502 584-1000
Email: bdonald@tilfordlaw.com
Correspondent Name: Bob Donald
Address Line 1: 401 West Main Street
Address Line 2: Suite 1400
Address Line 4: Louisville, KENTUCKY 40202

NAME OF SUBMITTER:	Bob Donald
Signature:	/Bob Donald/

Date:	05/28/2008

Total Attachments: 3
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Research Focus Portfolios℠

Research Focus Portfolio is a fee-based program managed by an internal Portfolio Manager.

What is the Research Focus Portfolios Program?

Research Focus Portfolio is a fee-based program managed by an internal Portfolio Manager. The Portfolio Manager will utilize recommendations and analysis provided by the Hilliard Lyons Research Department's Model Portfolio Group, along with correspondent research sources. Research Focus Portfolios will utilize models consisting of either 100% Exchange Traded Funds (ETFs) or 100% equities. The Financial Consultant will choose an investment model based on the investment goals and risk tolerance of each client. The Research Focus Portfolios program is an advisory program. The Portfolio Manager will have discretion on each portfolio/account within the program. FCs are required to be either 65 or 66 licensed in most states.

Who is this Program for?

This program is designed for clients who are seeking to invest within a professional managed equity or ETF portfolio. The client and FC participating in the program hand off the day-to-day investment management decisions to the Portfolio Manager.

Benefits of Research Focus Portfolios Program

- Utilizes experienced HL analysts (and correspondent research) and the long-standing HL Research Equity Model Portfolios within a fee-based account. The ETF portfolios are a new product offering with the launch of this program.
- Daily management and trading of the account will be handled by the internal Portfolio Manager.
- Customization – Client may impose reasonable restrictions on a security or industry, subject to PM approval.
- Transparency - Client has ability to see what positions they are holding.

Account Minimums

$50,000 for ETF Portfolios, $100,000 for Equity Portfolios

What ETF Portfolios Are Available?

- Income – Includes both fixed income and equity ETFs. Portfolio will have international exposure. Typically fixed income ETFs will make up 20-50% of the portfolio, while remaining equity ETFs will favor higher dividend yields.
- Global – Portfolio of worldwide ETFs across market caps and styles. Rather than focusing on individual countries, the ETFs will tend to focus on geographic regions. The U.S. will generally represent 20-40% of the portfolio.
- Domestic – This model will target larger indices rather than specific industries while diversifying across different market caps and styles.
- Sector-Based Domestic Equity – ETFs will target specific industries with an overall aggressive investment focus. Generally no sector will represent more than 25% of portfolio.

What Equity Portfolios Are Available?

- Aggressive – Emphasizes rapidly growing companies or those that are believed to have large growth potential. This model will include small, mid, and large cap stocks. This model typically has the most volatility and turnover of the three strategies.
- Conservative – Emphasizes large cap, high quality growth and value companies that appear to offer solid long-term investment values. Holdings are typically among the established leaders in their industry.
- Income – Emphasizes common stocks that provide high yield compared to industry peers. Primary goal is to find dividend yields that outpace inflation. Secondary goal is long-term growth of capital. Most securities within the income model will focus on value.

Negotiable Fee Schedule

Fees are billed quarterly in advance. Accounts incepting mid-quarter will be billed a pro-rated fee. FC's may choose a standard quarterly fee billing schedule or a staggered one.

ASSETS	FEE
First $249,999	2.50%
$250,000 - $499,999	2.25%
$500,000 - $999,999	2.00%
$1,000,000 - $1,999,999	1.75%
$2,000,000 - $3,999,999	1.50%
Thereafter	Negotiable

**Fees are subject to a yearly minimum of $1,250.*

Performance Reporting

All accounts will receive a quarterly performance report including: performance, trading activity, unrealized and realized gains/losses, asset allocation, and a detailed market commentary.

Unsupervised Positions and Account Funding

Unsupervised Positions are not permitted in Research Focus Portfolio. All accounts must be funded with cash and/or securities. Accounts may not be funded with mutual funds.

Items of Note

- Accounts transferred from another fee program require a new contract, a fee rebate, and a new fee billing.
- FCs may not trade within the account; all trading will be handled by the Portfolio Manager.
- All fees are subject to discount sharing.

RECORDED: 05/28/2008 REEL: 003784 FRAME: 0612