

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
WiesnerMedia, LLC		07/15/2008	LIMITED LIABILITY COMPANY: COLORADO

RECEIVING PARTY DATA

Name:	The National Underwriter Company
Street Address:	5081 Olympic Blvd.
City:	Erlanger
State/Country:	KENTUCKY
Postal Code:	41018
Entity Type:	CORPORATION: OHIO

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	2695513	ADVISORS DATA SOURCE
Registration Number:	2943204	AGENT FINDER
Registration Number:	2875810	BENEFITS SELLING
Registration Number:	3042958	BOOMER MARKET ADVISOR
Registration Number:	3137377	DIVERSITY MARKETING
Serial Number:	77144709	PRODUCERSWEB
Registration Number:	3426226	SENIOR MARKET ADVISOR
Registration Number:	2794092	SENIOR MARKET EXPO
Registration Number:	2833401	VARIABLE PRODUCT SPECIALIST
Registration Number:	2560656	YOUR DIRECT MARKETING SOLUTION
Serial Number:	77453384	BANK ADVISOR

CORRESPONDENCE DATA

Fax Number: (212)768-6800

900111592

**TRADEMARK
 REEL: 003818 FRAME: 0093**

OP \$290.00 2695513

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

Phone: 212-398-7631
Email: skatz@sonnenschein.com
Correspondent Name: Sara R. Katz c/o Sonnenschein Nath et al
Address Line 1: Wacker Drive Station - Sears Tower -
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Address Line 4: Chicago, ILLINOIS 60606-1080

ATTORNEY DOCKET NUMBER:	20000753-0004-R7M
NAME OF SUBMITTER:	Sara R. Katz
Signature:	/sara katz/
Date:	07/18/2008

Total Attachments: 4

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TRADEMARK ASSIGNMENT AND ASSUMPTION AGREEMENT

TRADEMARK ASSIGNMENT AND ASSUMPTION AGREEMENT (this "**Agreement**"), dated as of July 15TH, 2008, among WiesnerMedia, LLC, WFC Advisors, LLC and WFC2 Advisors LLC, each a Colorado limited liability company (collectively, "**Assignors**") and The National Underwriter Company, an Ohio corporation ("**Assignee**").

WHEREAS, Assignors own the marks and registrations therefor listed on Schedule A attached hereto (the "**Marks**"); and

WHEREAS, pursuant to the Asset Purchase Agreement, dated as of the date hereof, among Assignors, Assignee and Dan Wiesner ("**Asset Purchase Agreement**"), Assignors agreed to sell, assign and transfer to Assignee and Assignee agreed to acquire certain assets from Assignors, including all right, title and interest of Assignors in and to the Marks, together with the goodwill of the business symbolized by the Marks.

NOW, THEREFORE, for good and valuable consideration paid by Assignee, the receipt and sufficiency of which is hereby acknowledged, Assignors hereby irrevocably assign to Assignee, its successors and assigns, and Assignee hereby assumes, all of Assignors' right, title and interest in and to the Marks together with the goodwill of the business in connection with which the Marks are used, and all registrations and trademark registrations and applications therefor, in the United States, its territories and possessions and throughout the world as well as renewals and extensions of the registrations that exist or may be secured under the laws of the United States, its territories and possessions and throughout the world, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignors if this Agreement had not been made, together with all income, royalties, damages or payments due or payable as of the date hereof or thereafter, including without limitation, all claims for damages by reason of future infringement or other unauthorized use of the Marks, with the right to sue for damages, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignors agree to execute all such other documents as may be reasonably needed to establish Assignee as the record owner of the Marks.

Assignors hereby authorize and request the Patents and Trademarks Office of the United States of America, or with respect to any foreign trademarks or service marks or applications or registrations for such marks the foreign equivalent as the case may be, to record Assignee as owner of the Marks and to issue any and all registrations, including renewals thereof, to Assignee, its successors, assigns, nominees or other legal representatives.

This Agreement is subject to the terms and conditions of the Asset Purchase Agreement, which are incorporated herein by reference, and shall be binding upon Assignors and Assignee, and their respective successors and assigns. This Agreement shall be governed by and construed and interpreted in accordance with the laws of the State of New York irrespective of the choice of laws principles of the State of New York, as to all matters, including matters of validity, construction, effect, enforceability, performance and remedies.

[Signature Page Follows]

SCHEDULE A

<u>Name</u>	<u>Date of Registration/Application</u>	<u>Method of Protection</u>	<u>Registration/Application Number</u>
Advisors Data Source	3/11/2003	US Trademark	2,695,513
Agent Finder	4/19/2005	US Trademark	2,943,204
Benefits Selling	8/17/2004	US Trademark	2,875,810
Boomer Market Advisor	1/10/2006	US Trademark	3,042,958
Diversity Marketing	8/29/2006	US Trademark	3,137,377
ProducersWeb	3/30/2007	US Trademark	77/144,709
Senior Market Advisor	5/13/2008	US Trademark	3,426,092
Senior Market EXPO	12/16/2003	US Trademark	2,794,092
Variable Product Specialist	4/13/2004	US Trademark	2,833,401
Your Direct Marketing Solution	4/9/2002	US Trademark	2,560,656
Bank Advisor	4/21/2008	US Trademark	77/453,384