

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	01/17/2008

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Investment Capital Technologies, LLC		01/17/2008	LIMITED LIABILITY COMPANY: NEVADA

RECEIVING PARTY DATA

Name:	Avon Holdings, LLC
Street Address:	One Security Benefit Place
City:	Topeka
State/Country:	KANSAS
Postal Code:	66636
Entity Type:	LIMITED LIABILITY COMPANY: KANSAS

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	3221452	DYNAMIC ADVANTAGE PROGRAM
Registration Number:	3159361	ESSENTIAL FOR MODERN MARKETS
Registration Number:	3177994	ESSENTIAL FRONTIER
Registration Number:	3234385	ESSENTIAL PORTFOLIO THEORY
Registration Number:	2903769	PRACTICEVALUE
Registration Number:	2036822	RYDEX
Registration Number:	2884930	RYDEX

CORRESPONDENCE DATA

Fax Number: (816)292-2001
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 816-292-2000
 Email: ipdocketing@lathropgage.com
 Correspondent Name: Alfred R. Hupp, Jr.

OP \$190.00 3221452

Address Line 1: 2345 Grand Boulevard
Address Line 2: Suite 2800
Address Line 4: Kansas City, MISSOURI 64108-2684

ATTORNEY DOCKET NUMBER:	370345
NAME OF SUBMITTER:	Alfred R. Hupp, Jr.
Signature:	/Alfred R. Hupp, Jr./
Date:	08/20/2008

Total Attachments: 8
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CERTIFICATE OF MERGER

MERGING

INVESTMENT CAPITAL TECHNOLOGIES, LLC,
a Nevada limited liability company,

WITH AND INTO

AVON HOLDINGS, LLC,
a Kansas limited liability company.

Investment Capital Technologies, LLC, a limited liability company formed, organized, and existing under the laws of the State of Nevada, and Avon Holdings, LLC, a limited liability company formed, organized, and existing under the laws of the State of Kansas,

DO HEREBY CERTIFY PURSUANT TO K.S.A. 17-7681:

FIRST: That Investment Capital Technologies, LLC and Avon Holdings, LLC (hereinafter sometimes referred to as the "Constituent Companies") have entered into an Agreement of Merger (the "Agreement"), dated as of January 17, 2008, which sets forth the terms and conditions of a merger by and between the Constituent Companies (the "Merger"), which has been approved, adopted, certified, executed, and acknowledged in accordance with Chapter 17 of the Kansas Statutes Annotated.

SECOND: That the surviving limited liability company of said merger shall be Avon Holdings, LLC (the "Surviving Limited Liability Company") and its articles of organization and operating agreement in effect on the Effective Date, as hereinafter defined, shall be and remain the articles of organization and operating agreement of the Surviving Limited Liability Company.

THIRD: That the executed Agreement is on file at the principal place of business of the Surviving Limited Liability Company, which is located at One Security Benefit Place, Topeka, KS 66636-0001.

FOURTH: That a copy of the Agreement will be furnished by the Surviving Limited Liability Company, on request and without cost, to any member of the Constituent Companies.

FIFTH: The Merger shall be effected by and be given effect upon the filing of (i) this Certificate of Merger in the office of the Secretary of State of Kansas and (ii) Articles of Merger, as required by Nevada law, with the office of the Secretary of State of Nevada, whichever filing occurs later; provided that said Articles of Merger shall be filed with the Nevada Secretary of State (x) substantially concurrently with the filing of this Certificate of Merger with the Kansas Secretary of State and (y) promptly, but in any event within 30 days, after the execution of the Agreement. The date and time on and at which the Merger is effected is referred to in this Certificate of Merger as the "Effective Date".

[SIGNATURE PAGE TO FOLLOW]

FILED
SECRETARY OF STATE
KANSAS


2008 JAN 17 PM 4 42

TRADEMARK

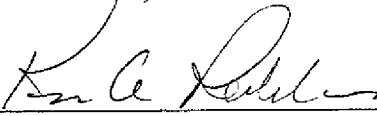
REEL: 003838 FRAME: 0149

IN WITNESS WHEREOF, we have hereunto set our hands as of this 17th day of January, 2008.

**INVESTMENT CAPITAL TECHNOLOGIES,
INC.**


By: 
Name: Kris A. Robbins
Title: Manager

AVON HOLDINGS, LLC

By: 
Name: Kris A. Robbins
Title: Manager



ROSS MILLER
 Secretary of State
 204 North Carson Street, Ste 1
 Carson City, Nevada 89701-4299
 (775) 684 5708
 Website: secretaryofstate.biz

Filed in the office of 	Document Number 20080036357-34
Ross Miller Secretary of State State of Nevada	Filing Date and Time 01/17/2008 12:30 PM
	Entity Number E0909292006-1

Articles of Merger
 (PURSUANT TO NRS 92A.200)
 Page 1

USE BLACK INK ONLY - DO NOT HIGHLIGHT

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(Pursuant to Nevada Revised Statutes Chapter 92A)
 (excluding 92A.200(4b))

1) Name and jurisdiction of organization of each constituent entity (NRS 92A.200). If there are more than four merging entities, check box and attach an 8 1/2" x 11" blank sheet containing the required information for each additional entity.

Investment Capital Technologies, LLC

Name of merging entity

Nevada

Jurisdiction

limited liability company

Entity type *

Name of merging entity

Jurisdiction

Entity type *

Name of merging entity

Jurisdiction

Entity type *

Name of merging entity

Jurisdiction

Entity type *

and,

Avon Holdings, LLC

Name of surviving entity

Kansas

Jurisdiction

limited liability company

Entity type *

* Corporation, non-profit corporation, limited partnership, limited-liability company or business trust

Filing Fee: \$350.00

This form must be accompanied by appropriate fees

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2) Forwarding address where copies of process may be sent by the Secretary of State of Nevada (if a foreign entity is the survivor in the merger - NRS 92A.190):

Attn:

c/o:

3) (Choose one)

- The undersigned declares that a plan of merger has been adopted by each constituent entity (NRS 92A.200).
- The undersigned declares that a plan of merger has been adopted by the parent domestic entity (NRS 92A.180)

4) Owner's approval (NRS 92A.200)(options a, b, or c must be used, as applicable, for each entity) (if there are more than four merging entities, check box and attach an 8 1/2" x 11" blank sheet containing the required information for each additional entity):

(a) Owner's approval was not required from

Name of merging entity, if applicable

Name of merging entity, if applicable

Name of merging entity, if applicable

Name of merging entity, if applicable

and, or;

Name of surviving entity, if applicable

This form must be accompanied by appropriate fees

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(b) The plan was approved by the required consent of the owners of *:

Investment Capital Technologies, LLC
 Name of merging entity, if applicable

Name of merging entity, if applicable

Name of merging entity, if applicable

Name of merging entity, if applicable

and, or;

Avon Holdings, LLC
 Name of surviving entity, if applicable

* Unless otherwise provided in the certificate of trust or governing instrument of a business trust, a merger must be approved by all the trustees and beneficial owners of each business trust that is a constituent entity in the merger

This form must be accompanied by appropriate fees

Nevada Secretary of State AM Merger Page 3 2007
 Revised on: 01/01/07



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Articles of Merger
 (PURSUANT TO NRS 92A 200)
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(c) Approval of plan of merger for Nevada non-profit corporation (NRS 92A 160):

The plan of merger has been approved by the directors of the corporation and by each public officer or other person whose approval of the plan of merger is required by the articles of incorporation of the domestic corporation.

Name of merging entity, if applicable

Name of merging entity, if applicable

Name of merging entity, if applicable

Name of merging entity, if applicable

and, or,

Name of surviving entity, if applicable

This form must be accompanied by appropriate fees

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5) Amendments, if any, to the articles or certificate of the surviving entity. Provide article numbers, if available. (NRS 92A.200)**:

The name of the resident agent at the registered office of the surviving limited liability company is changed to: Rydex Holdings, LLC

The mailing address for official mail is changed to:
 Rydex Holdings, LLC
 1 SW Security Benefit Place
 Topeka, KS 66636-0001

6) Location of Plan of Merger (check a or b):

(a) The entire plan of merger is attached;

or,

(b) The entire plan of merger is on file at the registered office of the surviving corporation, limited-liability company or business trust, or at the records office address if a limited partnership, or other place of business of the surviving entity (NRS 92A.200)

7) Effective date (optional)**:

* Amended and restated articles may be attached as an exhibit or integrated into the articles of merger. Please entitle them "Restated" or "Amended and Restated," accordingly. The form to accompany restated articles prescribed by the secretary of state must accompany the amended and/or restated articles. Pursuant to NRS 92A.180 (merger of subsidiary into parent - Nevada parent owning 90% or more of subsidiary), the articles of merger may not contain amendments to the constituent documents of the surviving entity except that the name of the surviving entity may be changed

** A merger takes effect upon filing the articles of merger or upon a later date as specified in the articles, which must not be more than 90 days after the articles are filed (NRS 92A.240)

This form must be accompanied by appropriate fees

Nevada Secretary of State AM Merger Page 5 2007
 Revised on: 01/01/07



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Articles of Merger
 (PURSUANT TO NRS 92A 200)
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8) Signatures - Must be signed by: An officer of each Nevada corporation; All general partners of each Nevada limited partnership; All general partners of each Nevada limited partnership; A manager of each Nevada limited-liability company with managers or all the members if there are no managers; A trustee of each Nevada business trust (NRS 92A.230)* (if there are more than four merging entities, check box and attach an 8 1/2" x 11" blank sheet containing the required information for each additional entity.):

Investment Capital Technologies, LLC
 Name of merging entity

X [Signature] Manager 1/17/08
 Signature Title Date

Name of merging entity

X _____ Title _____ Date _____
 Signature Title Date

Name of merging entity

X _____ Title _____ Date _____
 Signature Title Date

Name of merging entity

X _____ Title _____ Date _____
 Signature Title Date

Avon Holdings, LLC
 Name of surviving entity

X [Signature] Manager 1/17/08
 Signature Title Date

* The articles of merger must be signed by each foreign constituent entity in the manner provided by the law governing it (NRS 92A 230). Additional signature blocks may be added to this page or as an attachment, as needed.

IMPORTANT: Failure to include any of the above information and submit the proper fees may cause this filing to be rejected

This form must be accompanied by appropriate fees

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