

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
Edelman Financial Services, Inc.		05/12/2009	CORPORATION: VIRGINIA
RECEIVING PARTY DATA			
Name:	Edelman Financial Services, LLC		
Street Address:	4000 Legato Road		
City:	Fairfax		
State/Country:	VIRGINIA		
Postal Code:	22033		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2248156	RIC EDELMAN	
CORRESPONDENCE DATA			
Fax Number:	(202)955-5564		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2024192407		
Email:	elizabeth.vary@hklaw.com		
Correspondent Name:	Elizabeth F. Vary, Holland & Knight LLP		
Address Line 1:	2099 Pennsylvania Avenue, NW		
Address Line 2:	Suite 100		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006		
NAME OF SUBMITTER:	Elizabeth F. Vary		
Signature:	/elizabeth f. vary/		
Date:	05/12/2009		
Total Attachments: 1			

OP \$40.00 2248156

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**TRADEMARK
 REEL: 003985 FRAME: 0432**

ASSIGNMENT OF TRADEMARK

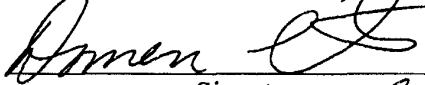
Whereas, Edelman Financial Services, Inc. ("Assignor"), a corporation organized under the laws of Virginia, having an address at 4000 Legato Road, Fairfax, Virginia, 22033 is the owner of the trademark **RIC EDELMAN**, U.S. Registration No. 2248156 (the "Mark") issued by the U.S. Patent and Trademark Office (the "Registration"); and

Whereas, Edelman Financial Services, LLC ("Assignee"), a limited liability company organized under the laws of Delaware, having a business address at 4000 Legato Road, Fairfax, Virginia, 22033, wishes to acquire the entire right, title, and interest in and to the Mark and the Registration, including all goodwill of the business connected with the use of the Mark and symbolized by the Mark.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee the entire right, title and interest in and to the Mark and the Registration, together with the goodwill of the business connected with the use of the Mark and symbolized by the Mark, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

This assignment shall bind the Assignor, its successors and/or assigns, and all others acting by, through, with or under its direction, and all those in privity therewith; and shall inure to the benefit of Assignee, its successors and assigns.

Edelman Financial Services, Inc.

By: 
Signature
Name: Domenico Conti
Title: CEO
Date: 5/12/09

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