

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| Asset International, Inc. | | 12/05/2009 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Target Date Analytics LLC | | |
| Composed Of: | COMPOSED OF Craig Israelsen Joseph C. Nagengast | | |
| Street Address: | 15 Driftwood St. #1 | | |
| City: | Marina del Rey | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 90292 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77562713 | ON TARGET INDEX | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (310)821-4596 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 310 821 4596 | | |
| Email: | joe@joenagengast.com | | |
| Correspondent Name: | Target Date Analytics LLC | | |
| Address Line 1: | 15 Driftwood St. #1 | | |
| Address Line 4: | Marina del Rey, CALIFORNIA 90292 | | |
| NAME OF SUBMITTER: | Joseph C. Nagengast | | |
| Signature: | /Joseph C. Nagengast/ | | |
| Date: | 12/30/2009 | | |
| Total Attachments: 3 | | | |

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TRADEMARK APPLICATION ASSIGNMENT

WHEREAS, ASSET INTERNATIONAL, INC., a Delaware corporation, having a place of business at 805 Third Avenue, New York, NY 10022 ("Assignor") has applied to the United States Patent and Trademark Office to register the trademark referenced on Schedule A attached hereto and made a part hereof (the "Trademark"); and

WHEREAS, Target Date Analytics LLC, a California limited liability company, having a place of business at 15 Driftwood Street, #1 Marina del Rey, CA 90292 ("Assignee"), desires to acquire all right, title and interest in and to the Trademark application, together with any goodwill of the business symbolized by the Trademark; and

WHEREAS, Assignor desires to assign to Assignee, without representation or warranty of any kind, any right, title and interest that it may have in such Trademark application; and

WHEREAS, Assignee represents and warrants that it is the successor to the portion of Assignor's business to which the mark pertains, that such business is ongoing and existing, and that it is therefore permitted to obtain an assignment of such Trademark application, in accordance with 15 U.S.C. §1060; 37 C.F.R. §3.16.

NOW, THEREFORE, the parties agree as follows:

1. Assignor hereby assigns to Assignee all of its right, title and interest in and to the aforesaid Trademark application, together with any goodwill of the business symbolized by the Trademark.
2. Assignor disclaims any representations or warranties, express or implied, with respect to the Trademark or any interest that it may have therein, and Assignee

acknowledges and agrees that the foregoing assignment is made without representation or warranty of any kind.

3. Assignee agrees to indemnify, defend and hold harmless Assignor with respect to any claims, losses, expenses, judgments or damages incurred by Assignor by reason of Assignee's use of the Trademark or the assignment herein.
4. The recitals hereof shall be deemed incorporated in, and made a part of, this Assignment.

Acknowledged and Agreed:

Assignor:

ASSET INTERNATIONAL, INC.

By:

Name: N. Quinn Keeler

Title: Senior Vice President

12/3/09

Assignee:

TARGET DATE ANALYTICS LLC

By:

Name:

Title:

Joseph Nagengast
Principal

12/5/09

SCHEDULE A

Trademark Application for:

ON TARGET INDEX

Serial Number 77562713

Filing Date September 4, 2008