

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
bCatalyst Advisors LLC		03/26/2010	LIMITED LIABILITY COMPANY: KENTUCKY
RECEIVING PARTY DATA			
Name:	J.J.B. Hilliard, W.L. Lyons, LLC		
Street Address:	500 W. Jefferson Street		
City:	Louisville		
State/Country:	KENTUCKY		
Postal Code:	40202		
Entity Type:	LIMITED LIABILITY COMPANY: KENTUCKY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2611729	BCATALYST	
Registration Number:	2611730	B	
CORRESPONDENCE DATA			
Fax Number:	(502)589-0309		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	502.562.7378		
Email:	mwilliams@wyattfirm.com		
Correspondent Name:	Matthew A. Williams		
Address Line 1:	500 West Jefferson Street		
Address Line 2:	Suite 2800		
Address Line 4:	Louisville, KENTUCKY 40202		
ATTORNEY DOCKET NUMBER:	022208.2		
NAME OF SUBMITTER:	Matthew A. Williams		
Signature:	/Matthew A. Williams/		

OP \$65.00 2611729

TRADEMARK

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REEL: 004176 FRAME: 0773

Date:

03/30/2010

Total Attachments: 3

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Assignment of Service Marks and Trademarks

ASSIGNMENT OF SERVICE MARKS AND TRADEMARKS made as of the 19th day of March, 2010, by bCatalyst Advisors LLC, a Kentucky limited liability company with its principal place of business at 124 North First Street, Louisville, KY 40202 ("Assignor"), to J.J.B. Hilliard, W.L. Lyons, LLC, a Kentucky limited liability company with its principal place of business at 500 W. Jefferson Street, Louisville, KY 40202 ("Assignee").

RECITAL

Assignee and Assignor are parties to an Asset Purchase Agreement dated as of the 19th day of March, 2010, (the "Agreement"), pursuant to which Assignor has agreed to sell to Assignee and Assignee has agreed to buy from Assignor the Assets (as defined in the Agreement), including without limitation the service marks, trademarks and trade names of Assignor. Pursuant to the Agreement, Assignor has agreed to execute such instruments as the Assignee may reasonably request in order to more effectively assign, transfer, grant, convey, assure and confirm to Assignee and its successors and assigns, or to aid and assist in the collection of or reducing to possession by the Assignee of, all of such assets.

In accordance therewith, Assignor desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under Assignor's registered and unregistered domestic and foreign service marks, trademarks, trademark applications and trade names, including without limitation the service marks, trademarks, service mark and trademark applications and trade names listed on Schedule A annexed hereto and incorporated herein by reference (all of the foregoing being referred to herein as the "Marks").

NOW, THEREFORE, Assignor, for and in exchange for the payment of the purchase price set forth in the Agreement, the receipt of which is hereby acknowledged, does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under the Marks, together with the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of any Mark, whether arising prior to or subsequent to the date of this Assignment of Service Marks and Trademarks, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States, Canada and in any other jurisdiction, the same to be held and enjoyed by the said Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the said Assignor had this Assignment of Service Marks and Trademarks not been made.

Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment of Service Marks and Trademarks shall be governed by and construed in accordance with the laws of the Commonwealth of Kentucky without giving effect to the principles of conflicts of laws thereof.

SCHEDULE A

Mark	Mark Name	Registration Number	Registration Date	Country
Ⓟ CATALYST	BCATALYST & design	2611729	August 27, 2002	U.S.A.
Ⓟ	B & design	2611730	August 27, 2002	U.S.A.

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