

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
The PNC Financial Services Group, Inc.		06/18/2010	CORPORATION: PENNSYLVANIA

RECEIVING PARTY DATA

Name:	PNC Global Investment Servicing Inc.
Street Address:	301 Bellevue Parkway
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19809
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	2792251	ADVISOR CENTRAL
Registration Number:	2782627	ADVISORCENTRAL
Registration Number:	3040022	ADVISORPORT
Registration Number:	2456332	ADVISORPORT.COM
Registration Number:	2795424	ASSETDIRECTIONS
Registration Number:	2840922	DATAPATH
Registration Number:	3377292	DAZL
Registration Number:	3463232	DAZL DATA DELIVERY
Registration Number:	3036525	GLOBAL ENTERPRISE PLATFORM
Registration Number:	3265648	PFPC MANAGED ACCOUNT SERVICES

CORRESPONDENCE DATA

Fax Number: (412)355-6501
 Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

900165417

**TRADEMARK
 REEL: 004230 FRAME: 0539**

CH \$265.00 2792251

Phone: 412-355-8994
Email: trademarks@kigates.com
Correspondent Name: Michael D. Lazzara - K&L Gates LLP
Address Line 1: 210 SIXTH AVENUE
Address Line 2: K&L Gates Center
Address Line 4: PITTSBURGH, PENNSYLVANIA 15222-2613

ATTORNEY DOCKET NUMBER:	GIS - TRADEMARK
NAME OF SUBMITTER:	Michael D. Lazzara
Signature:	/Michael D. Lazzara/
Date:	06/23/2010

Total Attachments: 3
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TRADEMARK ASSIGNMENT

WHEREAS, THE PNC FINANCIAL SERVICES GROUP, INC. (“ASSIGNOR”), a Pennsylvania corporation, having a principal place of business at One PNC Plaza, 249 Fifth Avenue, Pittsburgh, PA 15222, owns all right, title, and interest in and uses the trademarks trade dress and service marks relating to the GIS Business as that term is defined and used in the Stock Purchase Agreement by and between The PNC Financial Services Group, Inc. and The Bank of New York Mellon Corporation dated as of February 1, 2010, including all registrations and/or applications and all rights at common law, all of which are valid and subsisting (hereinafter the “GIS BUSINESS MARKS”);

WHEREAS, PNC GLOBAL INVESTMENT SERVICING INC. (“ASSIGNEE”), a Delaware corporation having a principal place of business at 301 Bellevue Parkway, Wilmington, DE 19809, is desirous of acquiring all of ASSIGNOR’s right, title, and interest in and to the GIS BUSINESS MARKS.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR, intending to be legally bound, does hereby assign, transfer, grant, sell, and set over to ASSIGNEE: ASSIGNOR’s entire right, title, and interest in and to the GIS BUSINESS MARKS throughout the world, as set forth on the attached Schedule A, together with the goodwill of ASSIGNOR’s business in connection with which the GIS BUSINESS MARKS are used; and the full right to sue for past, present or future infringement of any of the GIS BUSINESS MARKS, all of these rights to be held and enjoyed by ASSIGNEE, its successors and assigns, as fully as the same would have been held and enjoyed by ASSIGNOR had this assignment not been made. To the extent that any GIS BUSINESS MARKS (including but not limited to any unregistered trademarks or service marks) owned by Assignor or any of its affiliates have been omitted from Schedule A, Assignor, intending to be legally bound, hereby presently conveys, assigns, transfers, and sets over to Assignee, Assignor’s entire right, title, and interest in and to said omitted GIS BUSINESS MARKS (excluding any such service marks or trademarks that include the name “PNC”), together with the goodwill of ASSIGNOR associated with those omitted GIS BUSINESS MARKS through this Assignment.. For the consideration aforesaid, ASSIGNOR agrees that it will, upon request, and at ASSIGNEE’s sole expense and at no expense to ASSIGNOR, execute additional lawful papers and generally do all other lawful acts reasonable and necessary to give effect to and to record this Assignment. Assignor does hereby covenant that it has the full right to convey the entire interest herein assigned, and that Assignor has not executed, and will not execute, any agreement in conflict herewith. Assignor further covenants that it will not use or apply for any trademarks, service marks or trade dress identical to or similar to the GIS BUSINESS MARKS.

SCHEDULE A

Mark	Registration No. or Application No.
Advisor Central (and Design)	2,792,251
ADVISORCENTRAL	2,782,627
ADVISORPORT	3,040,022
ADVISORPORT.COM	2,456,332
ASSETDIRECTIONS	2,795,424
DATAPATH	2,840,922
DAZL	3,377,292
DAZL DATA DELIVERY	3,463,232
GLOBAL ENTERPRISE PLATFORM	3,036,525
PFPIC MANAGED ACCOUNT SERVICES	3,265,648