

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
Mr. Albert J. Zdenek Jr.		08/23/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Traust Sollus Wealth Management, LLC		
Street Address:	103 Carnegie Center		
Internal Address:	Suite 205		
City:	Princeton		
State/Country:	NEW JERSEY		
Postal Code:	08540		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2384321	WEALTH BUILDING FORMULA	
CORRESPONDENCE DATA			
Fax Number:	(212)684-3999		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-684-3900		
Email:	ggottlieb@grr.com		
Correspondent Name:	George Gottlieb, Esq.		
Address Line 1:	270 Madison Avenue		
Address Line 2:	8th Floor		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	5960/0004		
NAME OF SUBMITTER:	George Gottlieb		
Signature:	/George Gottlieb/		

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**TRADEMARK
 REEL: 004266 FRAME: 0281**

Date:

08/24/2010

Total Attachments: 3

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

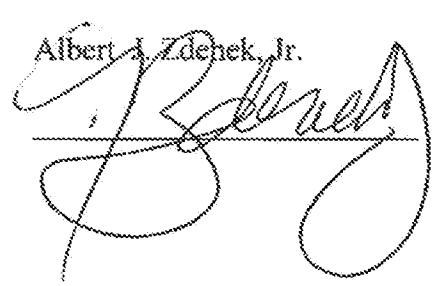
TRADEMARK ASSIGNMENT

WHEREAS, Albert J. Zdenek, Jr., a citizen of the United States of America, having an address of 173 Main Street, Flemington, New Jersey 08822 (hereinafter referred to as the "ASSIGNOR"), owns the trademark and registration therefore as listed in Schedule A hereto (hereinafter referred to as the "MARK"); and

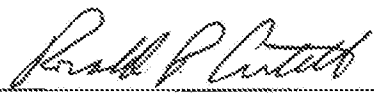
WHEREAS, Traust Sollus Wealth Management, LLC, a Limited Liability Company organized and existing under the laws of Delaware, with an address of 103 Carnegie Center, Suite 205, Princeton, New Jersey 08540 (hereinafter referred to as the "ASSIGNEE"), is desirous of acquiring all of the right, title and interest of ASSIGNOR in, to and under the MARK, together with the goodwill of the business symbolized by the MARK;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration paid by the ASSIGNEE to the ASSIGNOR, the full receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey unto ASSIGNEE its right, title and interest in and to the MARK, together with the goodwill of the business symbolized by the MARK, and the right to sue and recover for past infringement thereof.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be duly
executed as of the 23rd day of August, 2010.

Albert J. Zdenek, Jr.


Sworn to and subscribed before me
this 23rd day of August, 2010.


Notary Public

Ronald P. Critelli
Notary Public
ID #2374864
My Commission Expires 6/20/13

SCHEDULE A

<u>Mark</u>	<u>Registration No.</u>	<u>Issue Date</u>
WEALTH BUILDING FORMULA	2,384,321	09/05/2000