

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
Terra Nova Financial Group, Inc.		10/20/2010	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Lightspeed Financial, Inc.		
Street Address:	148 Madison Avenue, 9th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10016		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	2536449	CONTROL THE TRADE	
Registration Number:	3564633		
Registration Number:	3564244		
Registration Number:	2450988		
Registration Number:	3351129	TERRA NOVA	
Registration Number:	2475570	TERRA NOVA TRADING, L.L.C.	
Registration Number:	2453163	THE NEW WORLD OF TRADING	
Registration Number:	3551609	TRADIENT	
CORRESPONDENCE DATA			
Fax Number:	(212)916-2940		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	nytrademark@daypitney.com		
Correspondent Name:	Carrie Webb Olson		
Address Line 1:	7 Times Square		
Address Line 4:	New York, NEW YORK 10036-7311		

CH \$215.00 2536449

ATTORNEY DOCKET NUMBER:	154746.000160
NAME OF SUBMITTER:	Justin Welch
Signature:	/justin welch/
Date:	11/11/2010
Total Attachments: 6 source=Assignment from Terra Nova to Lightspeed#page1.tif source=Assignment from Terra Nova to Lightspeed#page2.tif source=Assignment from Terra Nova to Lightspeed#page3.tif source=Assignment from Terra Nova to Lightspeed#page4.tif source=Assignment from Terra Nova to Lightspeed#page5.tif source=Assignment from Terra Nova to Lightspeed#page6.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment is dated as of October 20, 2010 (the "Assignment") between Terra Nova Financial Group, Inc., an Illinois corporation doing business at 100 South Wacker Drive, Suite 1550, Chicago, IL 60606 (the "Assignor") and Lightspeed Financial, Inc., a Delaware corporation doing business at 148 Madison Avenue, 9th Floor, New York, New York 10016 (the "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark and applications for trademark, including any and all goodwill of the business symbolized thereby, as set forth on Schedule A attached hereto, (collectively, the "Marks");

WHEREAS, Assignor has agreed to transfer, sell and assign to Assignee all of Assignor's right, title and interest in and to the Marks; and

WHEREAS, Assignee desires to own all right title and interest in and to the Marks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

- 1. Assignment. Assignor hereby conveys and assigns to Assignee all right, title and interest in and to the Marks, including the goodwill of the business symbolized thereby, together with the right to sue for and receive all damages from past, present and future infringement of the Marks.
2. Further Assurances. Assignor agrees to execute and deliver at a future date any additional documents that Assignee reasonably determines are required to perfect Assignee's ownership of or title to the Marks.
3. Successor and Assigns. This Trademark Assignment is binding on the Assignor and its respective successors and assigns, and inures to the benefit of the Assignee and its successors and assigns.

Assignor

Assignee

TERRA NOVA FINANCIAL GROUP, INC.

LIGHTSPEED FINANCIAL GROUP, INC.

By:

Name: Murrey Wanstrath
Title: Chief Financial Officer

By:

Name: Stephen Ehrlich
Title: Chief Executive Officer

[NOTARY PAGES FOLLOW]

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WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark and applications for trademark, including any and all goodwill of the business symbolized thereby, as set forth on Schedule A attached hereto, (collectively, the "Marks");

WHEREAS, Assignor has agreed to transfer, sell and assign to Assignee all of Assignor's right, title and interest in and to the Marks; and

WHEREAS, Assignee desires to own all right title and interest in and to the Marks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment. Assignor hereby conveys and assigns to Assignee all right, title and interest in and to the Marks, including the goodwill of the business symbolized thereby, together with the right to sue for and receive all damages from past, present and future infringement of the Marks.
2. Further Assurances. Assignor agrees to execute and deliver at a future date any additional documents that Assignee reasonably determines are required to perfect Assignee's ownership of or title to the Marks.
3. Successor and Assigns. This Trademark Assignment is binding on the Assignor and its respective successors and assigns, and inures to the benefit of the Assignee and its successors and assigns.


Assignor

Assignee

TERRA NOVA FINANCIAL GROUP, INC.

LIGHTSPEED FINANCIAL GROUP, INC.

By: _____
Name: Murrey Wanstrath
Title: Chief Financial Officer

By:  _____
Name: Stephen Ehrlich
Title: Chief Executive Officer

[NOTARY PAGES FOLLOW]

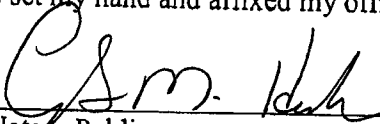
NOTARIZATION OF ASSIGNOR SIGNATURE:

STATE OF ILLINOIS)

COUNTY OF Cook)

On this 20th of October, 2010, before me, a Notary Public in and for said State, personally appeared Murrey Wanstrath, the Chief Financial Officer of Terra Nova Financial Group, Inc., an Illinois corporation, proved to me through satisfactory evidence of identification to be the person who signed the preceding or attached document in my presence and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his knowledge and belief, pursuant to authority lawfully conferred upon him by such corporation.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year set forth above.



Notary Public



My Commission expires: 04/09/14

NOTARIZATION OF ASSIGNEE SIGNATURE:

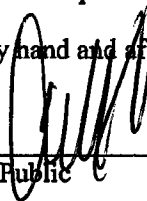
STATE OF NY)

COUNTY OF _____)

On this 20th of October, 2010, before me, a Notary Public in and for said State, personally appeared Stephen Ehrlich, the Chief Executive Officer of Lightspeed Financial, Inc., a Delaware corporation, proved to me through satisfactory evidence of identification to be the person who signed the preceding or attached document in my presence and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his knowledge and belief, pursuant to authority lawfully conferred upon him by such corporation.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year set forth above.




ANDREW ACTMAN
Notary Public in and for the State of New York
My Comm. Expires 12/31/10
Quit. in _____ County
Commission Expires Aug. 3, 2014



Notary Public

My Commission expires: _____

**Schedule A
Trademarks to be Assigned**

No.	Trademark	Jurisdiction	Application Number	Registration Number
1	CONTROL THE TRADE	United States	77/272,597	2,536,449
2	MISCELLANEOUS DESIGN (SUNBURST LOGO) 	United States	77/530,093	3,564,633
3	MISCELLANEOUS DESIGN (CIRCLE WITH A CRESCENT SHAPE) 	United States	77/495,431	3,564,244
4	MISCELLANEOUS DESIGN (CIRCLE WITH A CRESCENT SHAPE) 	United States	76/047,072	2,450,988
5	TERRA NOVA	United States	77/117,442	3,351,129
6	TERRA NOVA TRADING, L.L.C.	United States	76/047,070	2,475,570
7	THE NEW WORLD OF TRADING	United States	76,047,071	2,453,163
8	TRADIANT	United States	77/403,484	3,551,609
9	TERRA NOVA	International Registration (WIPO)	971378	971378
10	TERRA NOVA	CTM	971378	971378
11	TERRA NOVA	China	G971378	G971378

13	TERRA NOVA	Canada	1404048	N/A
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