

## 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
DFA CAPITAL MANAGEMENT, INC.		11/19/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	CONNING SERVICES (IRELAND) LIMITED		
Street Address:	One Financial Plaza		
City:	Hartford		
State/Country:	CONNECTICUT		
Postal Code:	06103		
Entity Type:	Limited Company: IRELAND		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2931593	GEMS	
Registration Number:	2955507	ADVISE	
CORRESPONDENCE DATA			
Fax Number:	(973)597-2400		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	973-597-2500		
Email:	lstrademark@lowenstein.com		
Correspondent Name:	Vanessa A. Ignacio, Esq.		
Address Line 1:	Lowenstein Sandler PC		
Address Line 2:	65 Livingston Avenue		
Address Line 4:	Roseland, NEW JERSEY 07068-1791		
ATTORNEY DOCKET NUMBER:	24126.3		
NAME OF SUBMITTER:	Vanessa A. Ignacio, Esq.		
Signature:	/Vanessa A. Ignacio/		

TRADEMARK

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Date:

11/29/2010

**Total Attachments: 4**

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## TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (this "Agreement") is made and entered into effective as of the 19<sup>th</sup> day of November 2010 (the "Effective Date") between DFA Capital Management, Inc., a Delaware corporation ("Assignor") and Conning Services (Ireland) Limited, a limited company organized under the laws of Ireland ("Assignee").

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement, dated as of the date hereof (as it may be amended, modified or supplemented from time to time, the "Purchase Agreement"), providing for the execution and delivery of this Agreement (capitalized terms used herein without definition shall have the meanings ascribed to them in the Purchase Agreement);

WHEREAS, Assignor is the record owner of the Trademarks set forth on Schedule A hereto, which are registered with, or for which an application for registration has been filed in, the relevant filing offices of certain jurisdictions as set forth on Schedule A (collectively, the "Assigned Marks"); and

WHEREAS, Assignee desires to acquire all of Assignor's right, title and interest in, to and under the Assigned Marks.

NOW, THEREFORE, pursuant to the terms and conditions of the Purchase Agreement, and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

Assignor does hereby transfer, assign, convey and deliver to Assignee all of its right, title and interest in, to and under the Assigned Marks, including the registrations and applications for registration thereof, together with all goodwill associated therewith, as well as the right to sue or otherwise recover for any and all past, present and future infringements thereof.

From time to time following the Closing, Assignor shall, and shall cause its Affiliates to, execute and deliver such other documents or take such other actions, as Assignee may reasonably request as may be necessary or appropriate to more effectively transfer, assign and convey to Assignee (or to more effectively record or evidence the same), and to put Assignee in actual possession and control of, the Assigned Marks.

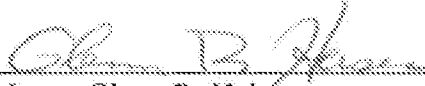
This Agreement, and any disputes arising out of or relating to this Agreement, shall be governed by, and construed and enforced in accordance with, the laws of the State of New York, without reference to any conflict of law rules that might lead to the application of the laws of any other jurisdiction.

This Agreement may be executed in two or more counterparts, each of which will be deemed to be an original copy of this Agreement and all of which, when taken together, will be deemed to constitute one and the same agreement. Delivery of an executed counterpart of a signature page by facsimile or electronic means (including a PDF thereof) shall be as effective as delivery of a manually executed counterpart of any such Agreement.

[signature page follows]

**ASSIGNEE:**

**CONNING SERVICES (IRELAND) LIMITED**

By: 

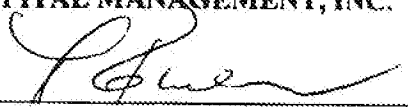
Name: Glenn R. Heiser

Title: Director

IN WITNESS WHEREOF, each of Assignor and Assignee has caused this Agreement to be executed by its duly authorized representative.

**ASSIGNOR:**

**DFA CAPITAL MANAGEMENT, INC.**

By: 

Name: Markus Rohrbasser

Title: Chief Executive Officer

**SCHEDULE A**

Jurisdiction	Trademark	Serial/Registration Number
Community Trademark	DFM	Reg. No. 2,740,033
Community Trademark	GEMS	Reg. No. 2,740,918
Community Trademark	ADVISE	Reg. No. 2,740,892
Community Trademark	VALUE REVEALED	Reg. No. 2,742,567
Switzerland	DFM	Reg. No. 503,509
Switzerland	GEMS	Reg. No. 503,508
Switzerland	ADVISE	Reg. No. 503,510
Switzerland	VALUE REVEALED	Reg. No. 503,511
United States	GEMS	Reg. No. 2931593
United States	ADVISE	Reg. No. 2955507
United States	DYNAMIC FINANCIAL MANAGEMENT	Serial No. 78/151,730