

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Eastern Planning, Inc.		01/11/2011	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	T. Rowe Price Group, Inc.		
<b>Street Address:</b>	100 East Pratt Street		
<b>City:</b>	Baltimore		
<b>State/Country:</b>	MARYLAND		
<b>Postal Code:</b>	21202		
<b>Entity Type:</b>	CORPORATION: MARYLAND		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3466868	PLAN WITH CONFIDENCE...ENJOY LIFE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)344-8300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	202-3448156		
<b>Email:</b>	jmklass@venable.com, adprice@venable.com, trademarkdocket@venable.com		
<b>Correspondent Name:</b>	Andrew D. Price, Esq.		
<b>Address Line 1:</b>	Venable LLP, P.O. Box 34385		
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<b>ATTORNEY DOCKET NUMBER:</b>	32367-286954		
<b>NAME OF SUBMITTER:</b>	Jeremy M. Klass		
<b>Signature:</b>	/jmklass/		
<b>Date:</b>	01/12/2011		

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Total Attachments: 1  
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Exhibit A


**TRADEMARK ASSIGNMENT**

**WHEREAS**, Eastern Planning, Inc. ("Assignor"), a corporation of the State of New York, located at One Blue Hill Plaza, 5<sup>th</sup> Floor, Pearl River, New York 10965, owns trademark/service mark rights in marks **PLAN WITH CONFIDENCE**, **plan with confidence...enjoy life**, and the variations **Plan with confidence...Enjoy life** and **Plan with confidence, enjoy life** (collectively "Marks"). Such rights include U.S. Service Mark Registration No. 3,466,868 as well as common-law rights and goodwill in the Marks resulting from use of the Marks by Assignor and/or Assignor's predecessors in interest, related companies, and/or licensees (collectively, with Marks, the "Trademark Property"). Assignor first used the mark **plan with confidence...enjoy life** in U.S. commerce in connection with "financial planning" at least as early as November 1, 2005, and Assignor continued to use that mark until the date signed below, and never abandoned the mark.

**WHEREAS**, T. Rowe Price Group, Inc. ("Assignee"), a corporation of the State of Maryland, located at 100 East Pratt Street, Baltimore, Maryland 21202, desires to acquire all of Assignor's right, title, and interest in the Trademark Property.

**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee, all of Assignor's right, title, and interest in and to the Trademark Property; and the right to sue and collect damages against third parties for all instances of past and future trademark infringement, unfair competition, trademark dilution, and other violations of the Lanham Act and analogous state laws, with respect to the Trademark Property. Assignor shall have no remaining rights whatsoever in the Trademark Property.

**EASTERN PLANNING, INC.**

By (signature):   
Name: Beth L. Blecker  
Title: CEO  
Date: 11/11/11