

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 Staton Institute, Inc.		03/15/2011	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Staton Financial Advisors LLC		
Street Address:	2431 Hartmill Court		
City:	Charlotte		
State/Country:	NORTH CAROLINA		
Postal Code:	28226		
Entity Type:	LIMITED LIABILITY COMPANY: NORTH CAROLINA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2186033	AMERICA'S FINEST COMPANIES	
Registration Number:	2148576	AMERICA'S MONEY COACH	
Registration Number:	3391396	AMERICA'S SMARTEST COMPANIES	
CORRESPONDENCE DATA			
Fax Number:	(310)726-0893		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	310-726-0892		
Email:	bob@lauson.com		
Correspondent Name:	Robert J. Lauson		
Address Line 1:	880 Apollo Street, Suite 301		
Address Line 4:	El Segundo, CALIFORNIA 90245		
ATTORNEY DOCKET NUMBER:	10-28716		
NAME OF SUBMITTER:	Robert J. Lauson		

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TRADEMARK
REEL: 004498 FRAME: 0077

OP \$90.00 2186033

Signature:	/robert j lauson/
Date:	03/15/2011
Total Attachments: 1 source=Trademark Assignment Signature Page#page1.tif	

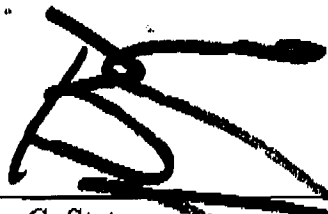
ASSIGNMENT OF REGISTERED TRADEMARKS

This agreement is between The Staton Institute, Inc., a North Carolina corporation, herein referred to as "Assignor," and Staton Financial Advisors LLC, having a mailing address of 2431 Hartmill Court, Charlotte, North Carolina 28226, herein referred to as "Assignee."

That Assignor has adopted and is using trademarks registered with the U.S. Patent & Trademark Office: Registration nos. 2,186,033 "America's Finest Companies;" 2,148,576 "America's Money Coach;" and 3,391,396 "America's Smartest Companies;" and Assignee is desirous of acquiring said marks and the registrations thereof.

Therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all rights, title and interest in and to said marks, the goodwill of the business symbolized by said marks, along with the registrations thereof, the numbers of which are contained herein.

Dated March 15, 2011



William C. Staton