

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 Mutual Fund Store - Kansas City, LLC		03/01/2011	LIMITED LIABILITY COMPANY: KANSAS

RECEIVING PARTY DATA

Name:	TMFS Holdings, LLC
Street Address:	7301 College Blvd.
Internal Address:	Suite 220
City:	Overland Park
State/Country:	KANSAS
Postal Code:	66210
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	3001986	SOMEDAY IS NOT A DAY OF THE WEEK
Registration Number:	3764869	RETIREMENT PAYCHECK
Registration Number:	3749381	THE SCIENCE OF INVESTING
Registration Number:	2941180	THE MUTUAL FUND STORE ...THE SCIENCE OF INVESTING
Registration Number:	2868079	THE MUTUAL FUND SHOW
Registration Number:	2735936	THE MUTUAL FUND STORE
Registration Number:	2733916	TMFS THE MUTUAL FUND STORE
Registration Number:	2841917	THE SCIENCE OF INVESTING

CORRESPONDENCE DATA

Fax Number: (314)469-4850
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (314) 469-2610
 Email: tmattorneyheller@aol.com

OP \$215.00 3001986

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Address Line 4: Chesterfield, MISSOURI 63017

ATTORNEY DOCKET NUMBER:	T180 001MI
NAME OF SUBMITTER:	Annette P. Heller
Signature:	/aph72met/
Date:	03/23/2011

Total Attachments: 2
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TRADEMARK ASSIGNMENT

WHEREAS, The Mutual Fund Store - Kansas City, LLC (“Assignor”), a Kansas limited liability company located and doing business at 7301 College Blvd., Suite 220, Overland Park, Kansas 66210, is the owner of the following trademarks currently in use in commerce and registered in the United States Patent and Trademark Office:

SOMEDAY IS NOT A DAY OF THE WEEK (Reg. No. 3,001,986)

RETIREMENT PAYCHECK (Reg. No. 3,764,869)

THE SCIENCE OF INVESTING (Reg. No. 3,749,381)

**THE MUTUAL FUND STORE...THE SCIENCE OF INVESTING & design
(Reg. No. 2,941,180)**

THE MUTUAL FUND SHOW (Reg. No. 2,868,079)

THE MUTUAL FUND STORE (Reg. No. 2,735,936)

TMFS THE MUTUAL FUND STORE & design (Reg. No. 2,733,916)

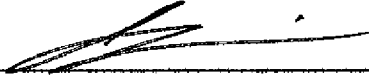
THE SCIENCE OF INVESTING (Reg. No. 2,841,917)

WHEREAS, TMFS Holdings, LLC (“Assignee”), a Delaware limited liability company located and doing business at 7301 College Blvd., Suite 220, Overland Park, Kansas 66210, is desirous of acquiring said trademarks and federal trademark registrations.

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, said Assignor does hereby assign unto said Assignee, its successors and assigns, all rights, title and interest in and to the said trademarks and trademark registrations, together with the goodwill of the ongoing business symbolized by said trademarks, and in and to any and all causes of action (either in law or in equity), and the right to enforce any rights and file any causes of action, including the right to recover damages for any past, present or future infringement or misappropriation of said trademarks.

[Signature Page to Follow]

THE MUTUAL FUND STORE - KANSAS CITY, LLC ("Assignor")

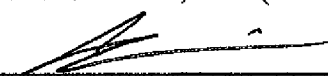
By: 

Name: Christopher Brandt

Title: President

Dated: 3/1/11

TMFS HOLDINGS, LLC ("Assignee")

By: 

Name: Christopher Brandt

Title: President

Dated: 3/1/11