TRADEMARK ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Asset Management Advisors, LLC		108/30/2007	LIMITED LIABILITY COMPANY: FLORIDA

RECEIVING PARTY DATA

Name:	GenSpring Family Offices, LLC		
Street Address:	3801 PGA Boulevard, Suite 555		
City:	Palm Beach Gardens		
State/Country:	FLORIDA		
Postal Code:	33410		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number: 3461552		KEEPS ME AWAKE AT NIGHT

CORRESPONDENCE DATA

Fax Number: (914)472-1551

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 212 935 5700

Email: mfontenot@colucci-umans.com

Correspondent Name: Frank J. Colucci
Address Line 1: 218 E. 50th Street

Address Line 4: New York, NEW YORK 10022

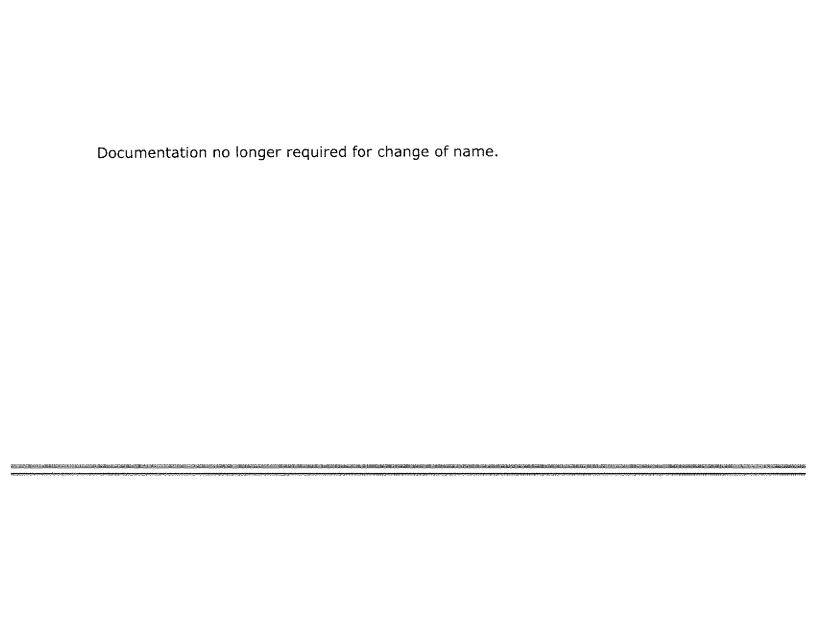
D723-006 KEEPS ME AWAKE A
Frank J. Colucci
/frank j. colucci/
06/13/2011

Total Attachments: 1

source=GENSPRING000#page1.tif

OP \$40.00 34615

TRADEMARK REEL: 004560 FRAME: 0202



TRADEMARK
REEL: 004560 FRAME: 0203

RECORDED: 06/13/2011