

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		08/30/2007	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		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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		
ATTORNEY DOCKET NUMBER:	D723-006 KEEPS ME AWAKE A		
NAME OF SUBMITTER:	Frank J. Colucci		
Signature:	/frank j. colucci/		
Date:	06/13/2011		
Total Attachments: 1 source=GENSPRING000#page1.tif			

OP \$40.00 3461552

Documentation no longer required for change of name.