

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
Advanced Equities Financial Corp.		10/24/2011	CORPORATION: DELAWARE
Advanced Equities, Inc.		10/24/2011	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	FAS Holdings, Inc.		
Street Address:	655 W. Broadway, 12th Floor		
City:	San Diego		
State/Country:	CALIFORNIA		
Postal Code:	92101		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2165498	1 FP	
Registration Number:	3279172	ETF SELECT	
Registration Number:	3274005	FROM WEALTH TO SIGNIFICANCE	
Registration Number:	3558651	THE OFFICIAL NETWORK FOR ENTREPRENEURIAL ADVISORS	
CORRESPONDENCE DATA			
Fax Number:	(303)893-1379		
Phone:	303-892-9400		
Email:	trent.martinet@dgsllaw.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Trent Martinet		
Address Line 1:	1550 17th St. Ste. 500		
Address Line 4:	Denver, COLORADO 80202		
ATTORNEY DOCKET NUMBER:	LMP - PROJECT MEYER		

CH \$115.00 2165498

900205396

TRADEMARK
REEL: 004647 FRAME: 0491

NAME OF SUBMITTER:	Trent Martinet
Signature:	/trent martinet/
Date:	10/24/2011
Total Attachments: 4 source=Trademark Assignment 10 24 11#page1.tif source=Trademark Assignment 10 24 11#page2.tif source=Trademark Assignment 10 24 11#page3.tif source=Trademark Assignment 10 24 11#page4.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), dated as of _____, 2011, is between ADVANCED EQUITIES FINANCIAL CORP., a corporation organized under the laws of the State of Delaware, ADVANCED EQUITIES, INC., a corporation organized under the laws of the State of Illinois (together, the "Assignors"), and FAS HOLDINGS, INC., a corporation organized under the laws of the State of Delaware (the "Assignee"). The Assignors and the Assignee are referred to herein collectively as the "Parties" and individually as a "Party."

RECITALS:

WHEREAS, Advanced Equities Financial Corp. and First Allied Holdings Inc. have entered into that Stock Purchase Agreement, dated as of August 17, 2011 (as amended, the "Purchase Agreement"), pursuant to which Advanced Equities Financial Corp. has agreed to assign to Assignee certain Intellectual Property (as defined therein) that in part includes certain trademarks and service marks as listed on Exhibit A attached hereto (the "Marks"); and

WHEREAS, Advanced Equities, Inc., an affiliate of Advanced Equities Financial Corp. desires to be a Party to this Assignment since it owns an interest to one of the Marks to be assigned hereunder.

NOW, THEREFORE, for good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, the Parties hereto agree as follows:

1. Assignors hereby sell, assign, transfer and set over to Assignee the entire right, title and interest of Assignors in and to the Marks, including without limitation all associated goodwill, renewals thereof, all proceeds thereof (including, but not limited to, all license royalties and proceeds of infringement suits), and the right to sue for past, present and future infringements, as fully and entirely as the same would have been held and enjoyed by Assignors if this Assignment and sale had not been made.

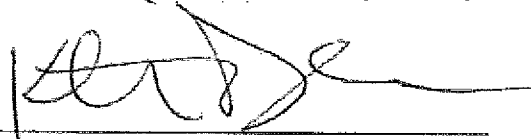
2. Assignors further covenant and agree that they will, without further consideration, execute and deliver any and all papers that may be reasonably necessary or desirable to perfect the title to the Marks in Assignee, its successors or assigns, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns. Assignors represent and warrant that they have the full right and power to make the assignment of the Marks made hereby and that they have not made and will not make any assignment, transfer, sale, encumbrance, or agreement in conflict with any provision of this Assignment.

3. Assignors hereby consent that a copy of this Assignment shall be deemed a full legal and formal equivalent of any assignment, consent to file or like document that may be required in any country for any purpose and more particularly in proof of the right of Assignee or any nominee to claim the aforesaid benefit of the right of priority provided by any convention.

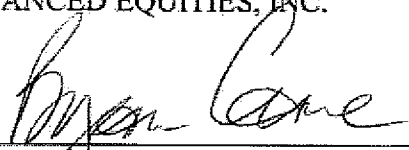
IN WITNESS WHEREOF, each of the Parties has caused this Assignment to be executed by its duly authorized officer, in each case as of the date first written above.

Assignors

ADVANCED EQUITIES FINANCIAL CORP.

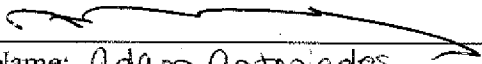
By: 
Name:
Title:

ADVANCED EQUITIES, INC.

By: 
Name: BYRON CROWE
Title: PRESIDENT


Assignee

FAS HOLDINGS, INC.

By: 
Name: Adam Antoniadou
Title: President

**Exhibit A
To the
Trademark Assignment**

Registered Trademarks/Service Marks and Trademark/Service Mark Applications

Trademark/Service Mark	Status/Status Date	Serial No./Reg. No.
	Registered June 16, 1998	Serial No. 75/251838 Fed. Reg. No. 2,165,498
ETF SELECT	Registered August 14, 2007	Serial No. 77/038796 Fed. Reg. No. 3,279,172
FROM WEALTH TO SIGNIFICANCE	Registered August 7, 2007	Serial No. 77/039322 Fed. Reg. No. 3,274,005
THE OFFICIAL NETWORK FOR ENTREPRENEURIAL ADVISORS	Registered January 6, 2009	Serial No. 77/314362 Fed. Reg. No. 3,558,651

Trade Names or Common Law Trademarks/Service Marks

FIRST ALLIED HOLDINGS INC.
FIRST ALLIED AN ADVANCED EQUITIES COMPANY
1 FP
FIRST FINANCIAL PLANNERS, INC.
FROM WEALTH TO SIGNIFICANCE NEXTGEN ADVISOR FIRST ALLIED SECURITIES
FROM WEALTH TO SIGNIFICANCE NEXTGEN ADVISOR ADVANCED EQUITIES
LEVERAGED APPRECIATION DERIVATIVE
