

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PlainsCapital Corporation		07/31/2012	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	Luther King Capital Management Corporation		
Street Address:	301 Commerce Street, Suite 1600		
City:	Fort Worth		
State/Country:	TEXAS		
Postal Code:	76102		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2902104	HESTER CAPITAL MANAGEMENT	
CORRESPONDENCE DATA			
Fax Number:	2149993623		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2149994487		
Email:	jfulmer@gardere.com		
Correspondent Name:	Gardere Wynne Sewell, LLP/Jason Fulmer		
Address Line 1:	1601 Elm Street, Suite 3000		
Address Line 4:	Dallas, TEXAS 75201		
ATTORNEY DOCKET NUMBER:	045360/000006		
NAME OF SUBMITTER:	Jason R. Fulmer		
Signature:	/Jason R. Fulmer/		
Date:	08/08/2012		

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Total Attachments: 4

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## TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment"), effective as of July 31, 2012 (the "Effective Date"), is by and between PlainsCapital Corporation, a Texas corporation having a business address of 2323 Victory Avenue, Suite 1400, Dallas, Texas 75219 ("Assignor"), and Luther King Capital Management Corporation, a Delaware corporation having a business address of 301 Commerce Street, Suite 1600, Fort Worth, Texas 76102 ("Assignee"). Assignor and Assignee are sometimes referenced individually herein as a "Party" and collectively as the "Parties."

WHEREAS, Assignor is the owner of all rights, title and interest in and to the service mark and service mark registration set forth in Exhibit A incorporated herein by reference, together with all goodwill associated therewith (the "Mark");

WHEREAS, Assignee has requested and Assignor has agreed, to assign and transfer to Assignee all of Assignor's right, title and interest in and to the Mark;

WHEREAS, it is the purpose of this Assignment to memorialize the assignment and transfer of all of Assignor's rights, title and interest in and to the Mark to Assignee, in a form suitable for recording in the United States Patent and Trademark Office;

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

1. Assignment. Assignor hereby sells, assigns, transfers, conveys and delivers to Assignee, all of Assignor's rights, title and interest in, to, and under, the Mark together with the goodwill associated therewith, and in and to all income, royalties, damages, claims and payments now or hereafter due or payable with respect hereto, and in and to all causes of action, either in law or in equity for past, present or future infringement of the Mark. Such rights, title and interest shall be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors and assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.


2. Recordals/Further Assurances. Assignee shall record this Assignment with the United States Patent and Trademark Office. Assignor shall execute and deliver to Assignee all such further instruments, assignments, assurances and other documents, and perform such other acts, as Assignee may reasonably request or as may be necessary to more fully assign and convey to and vest in Assignee the rights herein assigned.

3. Originals/Counterparts. This Assignment may be executed by facsimile signature in multiple counterparts, each of which when executed shall be deemed to be an original but all of which taken together shall constitute one and the same agreement.

IN WITNESS WHEREOF, the Parties have caused this Assignment to be executed by their duly authorized representative as of the Effective Date.

ASSIGNOR:

PLAINSCAPITAL CORPORATION

By:   
Alan B. White  
Chairman and Chief Executive Officer

ASSIGNEE:

LUTHER KING CAPITAL MANAGEMENT CORPORATION

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

IN WITNESS WHEREOF, the Parties have caused this Assignment to be executed by their duly authorized representative as of the Effective Date.

ASSIGNOR:

PLAINSCAPITAL CORPORATION

By: \_\_\_\_\_  
Alan B. White  
Chairman and Chief Executive Officer

ASSIGNEE:

LUTHER KING CAPITAL MANAGEMENT CORPORATION

By: \_\_\_\_\_  
Name: J. Luther King, Jr.  
Title: President

**EXHIBIT A**

Service Mark	Serial No.	Filing Date	Registration Number	Registration Date	Services
HESTER CAPITAL MANAGEMENT	76512887	May 9, 2003	2902104	November 9, 2004	Investment management and consultation services; securities management and consultation services; and asset management services