

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
	Conning Services (Ireland) Limited		11/17/2011
	Entity Type Limited Company: IRELAND		
RECEIVING PARTY DATA			
Name:	Conning, Inc.		
Street Address:	One Financial Plaza		
City:	Hartford		
State/Country:	CONNECTICUT		
Postal Code:	06103-2627		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 2			
	Property Type	Number	Word Mark
	Registration Number:	2955507	ADVISE
	Registration Number:	2931593	GEMS
CORRESPONDENCE DATA			
Fax Number:	9735972400		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	lstrademark@lowenstein.com		
Correspondent Name:	Lowenstein Sandler PC		
Address Line 1:	65 Livingston Avenue		
Address Line 4:	Roseland, NEW JERSEY 07068		
ATTORNEY DOCKET NUMBER:	24126/3		
NAME OF SUBMITTER:	Vanessa A. Ignacio		
Signature:	/Vanessa A. Ignacio/		
Date:	08/31/2012		
Total Attachments: 3 source=GEMS ADVISE assignment#page1.tif source=GEMS ADVISE assignment#page2.tif source=GEMS ADVISE assignment#page3.tif			

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made effective as of November 17, 2011 by and between **Conning Services (Ireland) Limited**, a limited company of Ireland ("Assignor"), in favor of **Conning, Inc.**, a corporation existing under the laws of Missouri (United States) with an address of One Financial Plaza, Hartford, CT 06103-2627 ("Assignee").

WHEREAS, subject to the terms and conditions of this Trademark Assignment, Assignor wishes to assign to Assignee, and Assignee wishes to receive, all right, title, and interest in and to the trademark application set forth on Schedule A and all common law and other rights, in and to the trademark that is the subject of such registration (such rights, collectively, the "Trademark").

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

1. Assignor hereby sells, grants, assigns, transfers, and delivers to Assignee all of its rights, title and interests in and to the Trademark, including without limitation the goodwill of the business appurtenant thereto and which is symbolized thereby, and the right to renew any registration therefor, to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors, assigns and legal representatives, to be used as fully and entirely as said rights would have been held and enjoyed by Assignor had this assignment and sale not been made, together with all claims for damage by reason of past, present or future infringement of said Trademark with the right to sue and collect the same for its own use or for the use of its successors, assigns or other legal representatives.
2. This Trademark Assignment shall be construed, performed and enforced in accordance with, and governed by, the laws of the State of New Jersey, without giving effect to the principles of conflicts of laws thereof.
3. This Trademark Assignment may be executed simultaneously in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.
4. Assignor hereby requests the Commissioner of Patents and Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Trademarks.

{Signatures to follow}

Conning Services (Ireland) Limited

(Assignor/Grantor)

By: _____



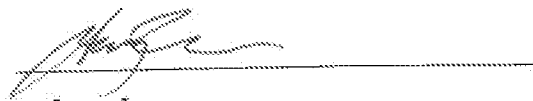
Name: Glenn R. Heiser

Title: Director

Conning, Inc.

(Assignee/Grantee)

By: _____



Name: Jung Lee

Title: Chief Financial Officer

Schedule A
Trademarks

Mark	Country	Registration No.
ADVISE	United States	2955507
GEMS	United States	2931593

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