

TRADEMARK ASSIGNMENT

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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
Enduring Wealth Advisors	FORMERLY Jericlyn, Inc.	09/04/2012	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Ralph Bender		
Street Address:	30162 Corte Cantera		
City:	Temecula		
State/Country:	CALIFORNIA		
Postal Code:	92591		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4152911	ENDURING WEALTH ADVISORS	
CORRESPONDENCE DATA			
Fax Number:	9497609502		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(949) 760-0404		
Email:	efiling@knobbe.com		
Correspondent Name:	Catherine J. Holland		
Address Line 1:	2040 Main Sreet		
Address Line 2:	14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	ENDUR.002T		
NAME OF SUBMITTER:	Catherine J. Holland		
Signature:	/Catherine Holland/		

Date:

09/10/2012

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of the 5th day of JUNE, 2012, by and between Enduring Wealth Advisors, formerly Jeniclyn, Inc., a California corporation having a place of business at 30162 Corte Cantera, Temecula, California 92591 (hereinafter referred to as "ASSIGNOR"), and Ralph Bender, an individual having a residence at 30162 Corte Cantera, Temecula, California 92591 (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR has adopted, used, is using, and is, to the best of its knowledge and belief, the owner of the trademark listed in Schedule A, attached hereto and incorporated herein by this reference, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter collectively referred to as "Trademark") worldwide;

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Trademark and has not abandoned the same;

WHEREAS, ASSIGNOR is the owner of the federal trademark registration relating to the Trademark listed in Schedule B, attached hereto and incorporated herein by reference (hereinafter collectively referred to as "Registration");

WHEREAS, ASSIGNEE is desirous of acquiring all rights, title, and interest in and to the Trademark and Registration worldwide; and

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademark and Registration;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the following:

- (1) the Trademark set forth in Schedule A;
- (2) the Registration set forth in Schedule B; and
- (3) any other registered or unregistered trademarks owned or used anywhere in the world by ASSIGNOR;

together with the goodwill symbolized by said Trademark and Registration, and other registered or unregistered trademarks owned or used anywhere in the world by ASSIGNOR concurrent with the transfer of certain tangible assets as indicia of said goodwill.

Enduring Wealth Advisors

By: Ralph Bender
Ralph Bender
President

Date: 9/4/2012