

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
Buckingham Asset Management, LLC		02/01/2007	LIMITED LIABILITY COMPANY: UNITED STATES
RECEIVING PARTY DATA			
Name:	BAM Advisor Services, LLC		
Street Address:	8182 Maryland Ave., Suite 500		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63105		
Entity Type:	LIMITED LIABILITY COMPANY: UNITED STATES		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	85549623	BAM ADVISOR ALLIANCE	
Serial Number:	85405492	BAM ADVISOR SERVICES	
Serial Number:	85658715	BAM ALLIANCE	
Serial Number:	75785692		
CORRESPONDENCE DATA			
Fax Number:	3144801505		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	3144801500		
Email:	michelle.cotton@huschblackwell.com		
Correspondent Name:	HUSCH BLACKWELL LLP		
Address Line 1:	190 Carondelet Plaza		
Address Line 4:	St. Louis, MISSOURI 63105		
ATTORNEY DOCKET NUMBER:	712877-4.10.12.14		

CH \$115.00 85549623

900254027

**TRADEMARK
 REEL: 005018 FRAME: 0913**

NAME OF SUBMITTER:	Arkadia DeLay Olson
Signature:	/Arkadia DeLay Olson/
Date:	05/01/2013
Total Attachments: 2 source=TrademarkAssignment#page1.tif source=TrademarkAssignment#page2.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Assignment") is entered into *nunc pro tunc* as of February 1, 2007, by and between Buckingham Asset Management, LLC, a Delaware limited liability company (hereinafter the "Assignor") and BAM Advisor Services, a Delaware limited liability company (hereinafter the "Assignee").

WHEREAS, Assignor is the sole owner of the entire right, title and interest in and to the mark BAM, including the U.S. Trademark Applications and Registrations therefor set out at Exhibit A, and all goodwill associated therewith (collectively, the "Marks"), and Assignor and Assignee are affiliated entities; and


WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the Mark, together with the goodwill of the business in connection with which the Marks are used, and Assignor desires to transfer all of its right, title and interest in and to the Marks together with the goodwill to Assignee.

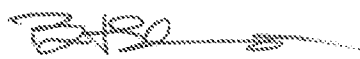
NOW, THEREFORE, for one dollar (\$1) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby transfers and assigns to Assignee its entire worldwide right, title and interest in and to the Marks, together with the goodwill of the business associated therewith, including all registrations and applications therefore, including without limitation those filed after the Effective Date, as well as all renewals and extensions of registrations that are or may be secured by Assignee, its successors, assigns or other legal representatives, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives.

This Assignment shall inure to the benefit of, and be binding upon the parties, their successors and assigns.

Assignor:
Buckingham Asset Management, LLC

Assignee:
BAM Advisor Services, LLC

By: 

By: 

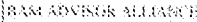
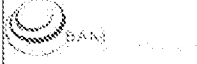

Printed Name: Brent Schweizer III

Printed Name: Brent Schweizer III

Title: Managing Member

Title: Managing Member

EXHIBIT A

SER. NO./REG. NO.	MARK	SERVICES
SN:85-549623	BAM ADVISOR ALLIANCE 	(Int'l Class: 36) Financial asset management services
SN:85-405492 RN: 4134781	BAM ADVISOR SERVICES and Design 	(Int'l Class: 36) Turnkey financial asset management services to others
SN: 85/658,715	BAM ALLIANCE	(Int'l Class: 36) Financial asset management services
SN: 75/785,692 RN: 2,362,266		(Int'l Class: 36) Turnkey financial asset management services to others