

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM403078

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Client Marketing Systems, Inc.		10/20/2016	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Advisors Assistant Holdings, Inc.		
Street Address:	2101 Rosecrans Ave		
Internal Address:	Suite 6250		
City:	El Segundo		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	75664712	ADVISORS ASSISTANT	
Serial Number:	77560623	IMAGING ASSISTANT	
CORRESPONDENCE DATA			
Fax Number:	4043659532		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	4042337000		
Email:	etillman@mmlaw.com		
Correspondent Name:	Morris, Manning & Martin, LLP		
Address Line 1:	3343 Peachtree Road NE		
Address Line 2:	1600 Atlanta Financial Center		
Address Line 4:	Atlanta, GEORGIA 30326		
ATTORNEY DOCKET NUMBER:	28362-112569		
NAME OF SUBMITTER:	R. Lee Strasburger, Jr.		
SIGNATURE:	/R. Lee Strasburger, Jr./		
DATE SIGNED:	10/24/2016		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT ("Trademark Assignment Agreement") is made effective as of the 20th day of October, 2016 (the "Effective Date"), by and between Client Marketing Systems, Inc., a California corporation ("Assignor"), and Advisors Assistant Holdings, Inc., a Delaware corporation ("Assignee").

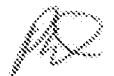
WHEREAS, in connection with the acquisition of substantially all of the assets of Assignor by Assignee, as contemplated by and pursuant to that certain Asset Purchase Agreement dated October 7, 2016, by and between Assignor and Assignee, all intellectual property owned by Assignor is to be transferred, by operation of law, to Assignee, specifically all trademarks, service marks and trade names, including those identified in Schedule A attached herein (the "Assigned Marks");

WHEREAS, the parties accordingly wish to execute this recordable instrument, assigning all of Assignor's right, title and interest in and to the Assigned Marks to Assignee; and

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

1. Assignor hereby sells, assigns, transfers, and sets over to Assignee, and its lawful successors and assigns, Assignor's entire right, title, and interest in and to (a) the Assigned Marks, (b) all goodwill symbolized by and associated with Assignor's business conducted under such Assigned Marks, (c) all registrations and applications (including intent-to-use applications) for the Assigned Marks together with the portion of Assignor's business to which the Assigned Marks apply, which business is ongoing and existing, (d) all income, royalties, damages and payments in respect of the Assigned Marks which become due or payable prior to or following the Effective Date, and (e) all rights to sue and recover for any past, present or future infringements, dilution, damage, profits or injury (and including the right to take over and continue any and all existing suits) to the Assigned Marks.
2. Assignor hereby agrees, without further consideration, to execute all papers and to perform such other proper acts as Assignee or its successors or assigns may deem reasonably necessary to secure for Assignee or to its successors or assigns, or to evidence the rights, hereby transferred.
3. This Trademark Assignment Agreement shall be construed and enforced pursuant to the laws of the State of Delaware.
4. This Trademark Assignment Agreement may be executed in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

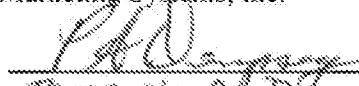
[Signature Page Follows]



IN WITNESS WHEREOF, each party hereto has caused this Trademark Assignment Agreement to be executed by a duly authorized officer as of the date first set forth above.

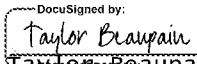
"Assignor"

Client Marketing Systems, Inc.

By: 
Name: PATRICK N. DELAPAZ
Title: PRESIDENT

"Assignee"

Advisors Assistant Holdings, Inc.

By: 
Name: Taylor Beaupain
Title: President

SCHEDULE A**Assigned Marks**

MARK	APPLICATION / REGISTRATION No.	APPLICATION / REGISTRATION DATE	STATUS	OWNER	JURISDICTION
ADVISORS ASSISTANT	75/664,712 2,951,907	March 22, 1999 May 17, 2005	Registered	Client Marketing Systems, Inc.	United States
IMAGING ASSISTANT	77/560,623 3,839,441	September 2, 2008 August 24, 2010	Registered	Client Marketing Systems, Inc.	United States
ADVISORS ASSISTANT	1570279 TMA855439	March 23, 2012 July 17, 2013	Registered	Client Marketing Systems, Inc.	Canada