

900420842 09/12/2017

900420842 09/12/2017

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM442853

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
SMART401K, LLC		09/08/2017	Corporation: KANSAS
<b>RECEIVING PARTY DATA</b>		Limited Liability Company: KANSAS	
<b>Name:</b>	Financial Engines, Inc.		
<b>Street Address:</b>	1050 Enterprise Way, 3rd Floor		
<b>City:</b>	Sunnyvale		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94089		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3546894	SMART401K	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9136479057		
<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>			
<b>Phone:</b>	913-647-9050		
<b>Email:</b>	cdw@hoveywilliams.com		
<b>Correspondent Name:</b>	Andrew G. Colombo/Hovey Williams LLP		
<b>Address Line 1:</b>	10801 Mastin Blvd.		
<b>Address Line 2:</b>	Suite 1000		
<b>Address Line 4:</b>	Overland Park, KANSAS 66210		
<b>NAME OF SUBMITTER:</b>	Andrew G. Colombo		
<b>SIGNATURE:</b>	/Andrew G. Colombo/		
<b>DATE SIGNED:</b>	09/12/2017		
<b>Total Attachments: 3</b>			
source=PTO_Assignment_executed_SMART401K_47427_955788-1#page1.tif			
source=PTO_Assignment_executed_SMART401K_47427_955788-1#page2.tif			
source=PTO_Assignment_executed_SMART401K_47427_955788-1#page3.tif			

CH \$40.00 3546894

## ASSIGNMENT

This Agreement is entered into by and between SMART401K, LLC (hereinafter "ASSIGNOR"), a limited liability company duly organized under the laws of the State of Kansas having an address 7301 College Boulevard, Suite 220, Overland Park, Kansas 66210; and Financial Engines, Inc. (hereinafter "ASSIGNEE"), a corporation duly organized under the laws of the State of Delaware having an address of 1050 Enterprise Way, 3rd Floor, Sunnyvale, California 94089.

Whereas, ASSIGNOR, has adopted, used and/or licensed the use of, and is using and/or licensing the use of the mark SMART401K (hereinafter "the Mark"), and has registered the Mark as United States Certificate of Trademark Reg. No. 3,546,894 (hereinafter "the Registration"); and

Whereas, ASSIGNEE is desirous of acquiring all right, title and interest in, to and under the Mark and the Registration.

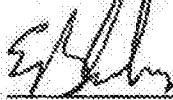
Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR and ASSIGNEE hereby agree as follows:

1. ASSIGNOR has sold, assigned and transferred, and by these presents does sell, assign and transfer unto ASSIGNEE the full and exclusive right, title and interest, throughout the world, in, to and under the Mark and the Registration, together with the good will of the business symbolized by the Mark and the right to sue for and collect on all claims for damages by reason of past infringement of the Mark and/or the Registration.
2. At ASSIGNEE's request, ASSIGNOR shall provide non-monetary assistance to ASSIGNEE in registering, perfecting, enforcing or defending ASSIGNEE's rights in the Mark, including, but not limited to, execution of any necessary documents..

This Agreement is executed this 8 day of September, 2017

ASSIGNOR:

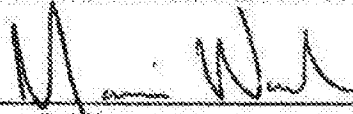
SMART401K, LLC



Edward Bloomberg, COO

STATE OF Kansas )  
County of Johnson ) ss.

On this 8 day of September, 2017, before me personally appeared Edward Bloomberg, COO, to me known to be the person described in and who executed the foregoing instrument, and who duly acknowledged to me that he executed the same for the uses and purposes therein set forth.

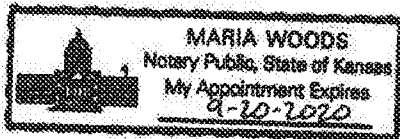


Notary Public

My Commission expires:

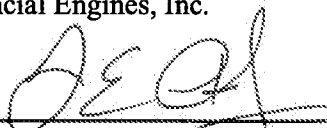
9-20-2020

[SEAL]




ASSIGNEE:

Financial Engines, Inc.

By   
Lee Antone  
Executive Vice President, General Counsel

STATE OF *California* )  
County of *Santa Clara* ) ss.

On this 7 day of September, 2017, before me personally appeared **Lee Antone, Executive Vice President, General Counsel**, to me known to be the person described in and who executed the foregoing instrument, and who duly acknowledged to me that he executed the same for the uses and purposes therein set forth.

  
Notary Public

My Commission expires:

July 9, 2020  
[SEAL]

