

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM446329

<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>
Institutional Capital LLC		05/04/2017	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	New York Life Insurance Company		
<b>Street Address:</b>	51 Madison Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10010		
<b>Entity Type:</b>	Corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5075971	ICAP	
<b>Registration Number:</b>	2101209	ICAP	
<b>Registration Number:</b>	2306150		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2128135901		
<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>	2128135900		
<b>Email:</b>	assignments@fzlj.com		
<b>Correspondent Name:</b>	ANDREW N. FREDBECK		
<b>Address Line 1:</b>	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
<b>Address Line 2:</b>	4 Times Square, 17th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10036		
<b>ATTORNEY DOCKET NUMBER:</b>	NYL 1707625		
<b>NAME OF SUBMITTER:</b>	Anca Nicolescu		
<b>SIGNATURE:</b>	/anca nicolescu/		
<b>DATE SIGNED:</b>	10/06/2017		
<b>Total Attachments: 2</b>			
source=Executed assignment to NY Life - ICAP (F2386226x96B9E)#page1.tif			

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ASSIGNMENT

WHEREAS, Institutional Capital LLC, a limited liability company organized and existed under the laws of Delaware, located at 353 North Clark Street, Suite 3500, Chicago, Illinois 60654 ("ICAP"), is the owner of the trademarks listed in the attached schedule (hereinafter, the "Trademarks");

and WHEREAS, New York Life Insurance Company, a corporation organized and existing under the laws of New York, located at 51 Madison Avenue, New York, New York 10010 ("NYL"), is desirous of acquiring the listed Trademarks, and any other registered, applied for or unregistered trademarks, and all associated goodwill in said trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt, adequacy and legal sufficiency of which is hereby acknowledged, ICAP hereby irrevocably assigns, grants, and transfers to NYL all rights, obligations, titles and interests in and to the Trademarks listed in the attached schedule ("Trademarks"), in perpetuity. ICAP agrees to make no further use of the Trademarks or any confusingly similar mark in the United States or anywhere in the world. Furthermore, ICAP hereby irrevocably assigns, grants and transfer to NYL all the associated goodwill of the business symbolized by the Trademarks.

ICAP and NYL each represent, warrant, and covenant that it has the requisite authority to enter this Amendment, and to take the actions specified under this Amendment.

Institutional Capital LLC

By:

Mark E. Franagan

Name:

MARK E. FRANAGAN

Title:

CFO

Date:

5/9/2017

NEW YORK LIFE INSURANCE  
COMPANY:

By:

Ye-Hsin Hung

Name:

Ye-Hsin Hung

Title:

Senior Vice President

Date:

9/6/17

SCHEDULE

TRADEMARKS	COUNTRY	REGISTRATION NO.
ICAP and Sunburst Design	USA	5,075,971
ICAP & Full Circle Sunburst logo	USA	2,101,209
Full Circle Sunburst Logo	USA	2,306,150