

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM457910

<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>
ROBERT W. BAIRD & CO. INCORPORATED		01/05/2018	Corporation: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	GREGORY S. SMITH		
<b>Street Address:</b>	1258 NEW BEDFORD LANE		
<b>City:</b>	RESTON		
<b>State/Country:</b>	VIRGINIA		
<b>Postal Code:</b>	20194		
<b>Entity Type:</b>	INDIVIDUAL: UNITED STATES		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3522608	WISE INVESTOR GROUP	
<b>Registration Number:</b>	5345029	THE WISE INVESTOR SHOW	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7034487780		
<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>	7034481770 ext 301		
<b>Email:</b>	gipple.hale@verizon.net		
<b>Correspondent Name:</b>	JOHN S. HALE		
<b>Address Line 1:</b>	6718 WHITTIER AVENUE, SUITE 200		
<b>Address Line 4:</b>	McLEAN, VIRGINIA 22101		
<b>NAME OF SUBMITTER:</b>	JOHN S. HALE		
<b>SIGNATURE:</b>	/JOHN S. HALE/		
<b>DATE SIGNED:</b>	01/12/2018		
<b>Total Attachments: 2</b>			
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**SERVICE MARK ASSIGNMENT**

WHEREAS, **ROBERT W. BAIRD & CO. INCORPORATED**, a corporation organized under the laws of Wisconsin, having an address at 777 East Wisconsin Avenue, Milwaukee, Wisconsin 53202 (hereinafter "BAIRD"), is the owner of the service marks set forth on Appendix I attached hereto, all applications and registrations therefore, all common law rights therein and all goodwill associated therewith (the "Service Marks"); and

WHEREAS, **GREGORY S. SMITH**, a citizen of the United States and an individual having an address at 1258 New Bedford Lane, Reston Virginia 20194 (hereinafter "SMITH"), is desirous of acquiring all rights, use, title and interest in and to said Service Marks.

NOW THEREFORE, for good and valuable consideration and sums already received, which is hereby acknowledged as passing between the parties, BAIRD hereby assigns to SMITH the Service Marks, including, without limitation, any applications or registrations therefore and all prior common law rights, use, title, and interest therein, together with the goodwill of the business symbolized thereby and all rights to sue for past infringement thereof.

SMITH hereby appoints the law firm of GIPPLE & HALE, 6718 Whittier Avenue, Suite 200, McLean, Virginia 22101, a firm composed of John S. Hale, a member of the Bar of the Commonwealth of Virginia, to prosecute the above and to conduct and transact all business in the United States Patent and Trademark Office ("PTO") in connection herewith, including, without limitation, recording this Service Mark Assignment with the PTO against the registrations for the Service Marks assigned hereunder.

**ROBERT W. BAIRD & CO. INCORPORATED**

By: MATT CULLEY

Title: DIVISION DIRECTOR

January 5, 2018

Acknowledged by:

Gregory S. Smith  
Gregory S. Smith

**APPENDIX I**

<b><u>SERVICE MARK</u></b>	<b><u>REG. NO.</u></b>	<b><u>REG. DATE</u></b>	<b><u>SERVICES</u></b>
WISE INVESTOR GROUP	3,522,608	10/21/2008	INVESTMENT MANAGEMENT
THE WISE INVESTOR SHOW	5,345,029	11/28/2017	EDUCATIONAL AND ENTERTAINMENT SERVICES IN THE NATURE OF ONGOING RADIO PROGRAMS PERTAINING TOWARDS WEALTH MANAGEMENT, INVESTING AND INVESTMENT MANAGEMENT
THE WISE INVESTOR GROUP	N/A	N/A	INVESTMENT MANAGEMENT
WIG	N/A	N/A	INVESTMENT MANAGEMENT