

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM466979

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kaplan, Inc.		02/28/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	AdviseStream, LLC		
Street Address:	100 Congress Avenue, Suite 300		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78701		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4926740	ADVISESTREAM	
CORRESPONDENCE DATA			
Fax Number:	4156597335		
<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:	415-836-2511		
Email:	TMDocket@dlapiper.com		
Correspondent Name:	DLA Piper LLP (US)		
Address Line 1:	555 Mission Street, Suite 2400		
Address Line 2:	Attn: Stephanie Hall, Esq.		
Address Line 4:	San Francisco, CALIFORNIA 94105-2933		
NAME OF SUBMITTER:	Stephanie Hall, Esq - DLA Piper LLP (US)		
SIGNATURE:	/Stephanie Hall/		
DATE SIGNED:	03/23/2018		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This Trademark Assignment is made as of February 28, 2018, by Kaplan, Inc., a Delaware corporation ("**Assignor**") to AdviseStream, LLC, a Delaware limited liability company ("**Assignee**").

WHEREAS, Assignor is the owner of the following trademark, for which the following registration has been issued (the "**Mark**"):

<u>Mark</u>	<u>Jurisdiction</u>	<u>Registration No.</u>	<u>Filing Date</u>	<u>Registration Date</u>
ADVISESTREAM	U.S.	4926740	08/13/2015	03/29/2016

WHEREAS, Assignor desires to transfer, convey and assign to Assignee the Mark.

NOW, THEREFORE, in exchange for the cash payment of \$10, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Assignor hereby transfers, conveys, and assigns to Assignee the Mark and all of Assignor's right, title, and interest in, to, and under the Mark, including any and all common law rights thereof and applications and registrations therefor, together with the goodwill associated with the Mark, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States or any other country or jurisdiction throughout the world. This assignment is made in connection with the transfer of the business to which the Marks pertain.

Without limiting the generality of the foregoing, Assignee will have the sole right to sue and collect damages and/or profits for any past, present or future infringements or other violations of the Mark.

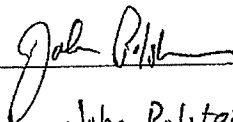
Assignor agrees to execute all documents and assist in all proceedings (at the sole cost and expense of the Assignee) to perfect, register, or record the rights of the Assignee to the Mark as Assignee may reasonably deem appropriate.

[SIGNATURES APPEAR ON FOLLOWING PAGE]

IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment on the date first written above.

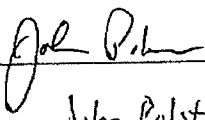
ASSIGNOR:

Kaplan, Inc.

By: 
Print: John Polstein
Title: SVP

ASSIGNEE:

AdviseStream, LLC

By: 
Print: John Polstein
Title: President, AdviseStream

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]