

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM483564

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ENTITY CONVERSION		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Financial Engines, Inc.		07/19/2018	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Financial Engines, LLC		
<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>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 22</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3764869	RETIREMENT PAYCHECK	
<b>Registration Number:</b>	4538419	ANNUITY OPTIMIZER	
<b>Registration Number:</b>	4506963	M	
<b>Registration Number:</b>	4506964	M	
<b>Registration Number:</b>	2735936	THE MUTUAL FUND STORE	
<b>Registration Number:</b>	4211743	MARKET REENTRY PLAN	
<b>Registration Number:</b>	2868079	THE MUTUAL FUND SHOW	
<b>Registration Number:</b>	3001986	SOMEDAY IS NOT A DAY OF THE WEEK	
<b>Registration Number:</b>	4156923	INVESTING SENSE	
<b>Registration Number:</b>	4302160	INVESTING SENSE	
<b>Registration Number:</b>	3546894	SMART401K	
<b>Registration Number:</b>	5080342	WE WORK HARD FOR HARDWORKING PEOPLE.	
<b>Registration Number:</b>	5451212	FINANCIAL ENGINES	
<b>Registration Number:</b>	5451213	FE	
<b>Registration Number:</b>	2243063	FINANCIAL ENGINES	
<b>Registration Number:</b>	2177630	FINANCIAL ENGINES	
<b>Registration Number:</b>	2538055	INVESTOR CENTRAL	
<b>Registration Number:</b>	3655807	RETIREMENT HELP FOR LIFE	
<b>Registration Number:</b>	3684269		

CH \$565.00 3764869

Property Type	Number	Word Mark
Registration Number:	5509887	
Serial Number:	87712546	FIN ENGINES
Serial Number:	87830665	NEVER IDLE

**CORRESPONDENCE DATA**

**Fax Number:** 9136479057  
*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.*  
**Phone:** 913-647-9050  
**Email:** cdw@hoveywilliams.com  
**Correspondent Name:** Andrew G. Colombo/Hovey Williams LLP  
**Address Line 1:** 10801 Mastin Blvd.  
**Address Line 2:** Suite 1000  
**Address Line 4:** Overland Park, KANSAS 66210

<b>NAME OF SUBMITTER:</b>	Andrew G. Colombo
<b>SIGNATURE:</b>	/Andrew G. Colombo/
<b>DATE SIGNED:</b>	07/26/2018

**Total Attachments: 6**

- source=FINANCIAL\_ENGINES,\_LLC\_-\_CONVERSION\_-\_FILED[1]\_1139856-1#page1.tif
- source=FINANCIAL\_ENGINES,\_LLC\_-\_CONVERSION\_-\_FILED[1]\_1139856-1#page2.tif
- source=FINANCIAL\_ENGINES,\_LLC\_-\_CONVERSION\_-\_FILED[1]\_1139856-1#page3.tif
- source=FINANCIAL\_ENGINES,\_LLC\_-\_CONVERSION\_-\_FILED[1]\_1139856-1#page4.tif
- source=FINANCIAL\_ENGINES,\_LLC\_-\_CONVERSION\_-\_FILED[1]\_1139856-1#page5.tif
- source=FINANCIAL\_ENGINES,\_LLC\_-\_CONVERSION\_-\_FILED[1]\_1139856-1#page6.tif

# Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "FINANCIAL ENGINES, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "FINANCIAL ENGINES, INC." TO "FINANCIAL ENGINES, LLC", FILED IN THIS OFFICE ON THE NINETEENTH DAY OF JULY, A.D. 2018, AT 1:35 O`CLOCK P.M.



  
Jeffrey W. Bullock, Secretary of State

4509017 8100V  
SR# 20185745981

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

Authentication: 203094606  
Date: 07-19-18

**TRADEMARK**  
**REEL: 006392 FRAME: 0656**

# Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF FORMATION OF "FINANCIAL ENGINES, LLC" FILED IN THIS OFFICE ON THE NINETEENTH DAY OF JULY, A.D. 2018, AT 1:35 O`CLOCK P.M.



  
Jeffrey W. Bullock, Secretary of State

4509017 8100V  
SR# 20185745981

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

Authentication: 203094606  
Date: 07-19-18

**TRADEMARK**  
**REEL: 006392 FRAME: 0657**

**CERTIFICATE OF CONVERSION TO LIMITED LIABILITY COMPANY**  
**OF**  
**FINANCIAL ENGINES, INC.**

July 19, 2018

This certificate of conversion to limited liability company ("Certificate of Conversion") of Financial Engines, Inc., a Delaware corporation (the "Corporation"), is being executed and filed for the purpose of converting the Corporation to a limited liability company (the "Conversion") pursuant to Section 18-214 of the Limited Liability Company Act of the State of Delaware.

1. The Corporation was first incorporated on March 17, 2008 in the State of Delaware.
2. The Corporation has not changed its jurisdiction of incorporation prior to the filing of this Certificate of Conversion.
3. As of immediately prior to the filing of this Certificate of Conversion, the name of the Corporation is Financial Engines, Inc. and the Corporation is a Delaware corporation.
4. The name of the limited liability company that the Corporation is converting to, as set forth in the certificate of formation of such limited liability company (the "Certificate of Formation"), is Financial Engines, LLC.
5. The Conversion shall be effective upon the filing of this Certificate of Conversion and the Certificate of Formation with the Secretary of State of the State of Delaware.

[Remainder of the page intentionally left blank]

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion as of the date first written above.

FINANCIAL ENGINES, INC.

By: 

Name: Lewis Antone, Jr.

Title: Executive Vice President & General Counsel

[Certificate of Conversion]

TRADEMARK  
REEL: 006392 FRAME: 0659

**CERTIFICATE OF FORMATION**  
**OF**  
**FINANCIAL ENGINES, LLC**

July 19, 2018

This certificate of formation ("Certificate of Formation") of Financial Engines, LLC is being executed and filed for the purpose of forming a limited liability company pursuant to Section 18-201 of the Limited Liability Company Act of the State of Delaware.

1. The name of the limited liability company is Financial Engines, LLC.
2. The address of the registered office of the limited liability company in the State of Delaware is 200 Bellevue Parkway, Suite 210, Bellevue Park Corporate Center, Wilmington, New Castle County, Delaware 19809. The name of the registered agent at such address upon whom process against the limited liability company may be served is Intertrust Corporate Services Delaware Ltd.

[Remainder of the page intentionally left blank]

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation as of the date first written above.

FINANCIAL ENGINES, LLC

By: 

Name: Lewis Antone, Jr.

Title: Executive Vice Present & General Counsel

[Certificate of Formation]