

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM509392

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Edelman Financial Services, LLC		02/08/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Edelman Financial Engines, LLC		
Street Address:	1050 Enterprise Way, 3rd Floor		
City:	Sunnyvale		
State/Country:	CALIFORNIA		
Postal Code:	94089		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 19			
Property Type	Number	Word Mark	
Serial Number:	86945369	BECAUSE MONEY DOESN'T COME WITH INSTRUCT	
Serial Number:	87620681	EDELMAN FINANCIAL	
Serial Number:	86892351	EDELMAN FINANCIAL SERVICES: AMERICA'S FI	
Serial Number:	86892353	EDELMAN FINANCIAL: AMERICA'S FINANCIAL P	
Serial Number:	88113996	GENUINE FIDUCIARY	
Serial Number:	88114003	PURE FIDUCIARY	
Registration Number:	5365673	BECAUSE MONEY DOESN'T COME WITH INSTRUCT	
Registration Number:	4412097		
Registration Number:	1880034	EDELMAN FINANCIAL SERVICES	
Registration Number:	4349188	EDELMAN GUIDE TO PORTFOLIO SELECTION	
Registration Number:	4333987	EDELMAN MAP MANAGED ASSET PROGRAM	
Registration Number:	4290107	EDELMAN ONLINE	
Registration Number:	2297019	INSIDE PERSONAL FINANCE WITH RIC EDELMAN	
Registration Number:	2248156	RIC EDELMAN	
Registration Number:	2288935	RIC-E TRUST	
Registration Number:	2288936	THE RETIREMENT INCOME - FOR EVERYONE TRU	
Registration Number:	1949947	THE SMART PLAN	
Registration Number:	4494873	THE TRUTH ABOUT MONEY	
Registration Number:	4756990	THE TRUTH ABOUT MONEY	
TRADEMARK			

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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

NAME OF SUBMITTER:	Andrew G. Colombo
SIGNATURE:	/Andrew G. Colombo/
DATE SIGNED:	02/08/2019

Total Attachments: 4
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ASSIGNMENT

This Agreement is entered into by and between **Edelman Financial Services, LLC** (hereinafter "ASSIGNOR"), a limited liability company duly organized under the laws of the State of Delaware having an address of 4000 Legato Road, 9th Floor, Fairfax, Virginia 22033; and **Edelman Financial Engines, LLC** (hereinafter "ASSIGNEE"), a limited liability company 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 a number of trademarks (hereinafter "the Marks") and has filed pending U.S. Applications for certain ones of the Marks (hereinafter "the Applications"), each of which is enumerated in Exhibit A attached hereto, and obtained issued Registrations for other ones of the Marks (hereinafter "the Registrations"), each of which is enumerated in Exhibit B attached hereto; and

Whereas, ASSIGNEE is desirous of acquiring all right, title, and interest in, to, and under the Marks, Applications, and Registrations.

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

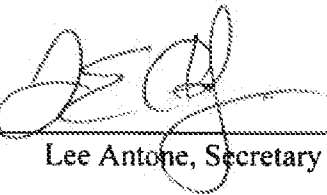
1. ASSIGNOR has sold, assigned and transferred, and by these presents does sell, assign, and transfer unto ASSIGNEE the full and exclusive right, title, and interest, throughout the world, in, to, and under the Marks, Applications, and Registrations, together with the good will of the business symbolized by the Marks and the right to sue for and collect on all claims for damages by reason of past infringement of the Marks, Applications, or Registrations.

2. At ASSIGNEE's request, ASSIGNOR shall provide non-monetary assistance to ASSIGNEE in registering, perfecting, enforcing, or defending ASSIGNEE's rights in the Marks, including, but not limited, execution of any necessary documents.

This Agreement is executed this 8 day of February, 2019.

ASSIGNOR:

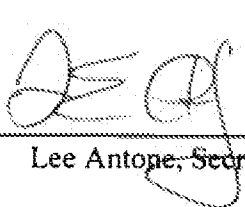
Edelman Financial Services, LLC

By: 

Lee Antone, Secretary

ASSIGNEE:

Edelman Financial Engines, LLC

By: 

Lee Antone, Secretary

EXHIBIT A

<u>APPLICATION NO.</u>	<u>MARK</u>	<u>APPLICATION DATE</u>
86/945369	BECAUSE MONEY DOESN'T COME WITH INSTRUCTIONS	March 18, 2016
87/620681	EDELMAN FINANCIAL	September 25, 2017
86/892351	EDELMAN FINANCIAL SER- VICES: AMERICA'S FINANCIAL PLANNING FIRM	January 31, 2016
86/892353	EDELMAN FINANCIAL: AMER- ICA'S FINANCIAL PLANNING FIRM	January 31, 2016
88/113996	GENUINE FIDUCIARY	September 12, 2018
88/114003	PURE FIDUCIARY	September 12, 2018

EXHIBIT B

<u>REGISTRATION NO.</u>	<u>MARK</u>	<u>ISSUE DATE</u>
5365673	BECAUSE MONEY DOESN'T COME WITH INSTRUCTIONS	December 26, 2017
4412097	EDELMAN COMPASS DESIGN	October 1, 2013
1880034	EDELMAN FINANCIAL SERVICES	February 21, 1995
4349188	EDELMAN GUIDE TO PORTFOLIO SELECTION	Jun 11, 2013
4333987	EDELMAN MAP MANAGED ASSET PROGRAM	May 14, 2013
4290107	EDELMAN ONLINE	February 12, 2013
2297019	INSIDE PERSONAL FINANCE W/RIC EDELMAN	November 30, 1999
2248156	RIC EDELMAN	May 25, 1999
2288935	RIC-E TRUST	October 26, 1999
2288936	THE RETIREMENT INCOME - FOR EVERYONE TRUST	October 26, 1999
1949947	THE SMART PLAN	January 23, 1996
4494873	THE TRUTH ABOUT MONEY	March 11, 2014
4756990	THE TRUTH ABOUT MONEY	June 16, 2015