

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM519204

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hilltop Securities Holdings LLC		04/15/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	SWS Partners, LLC		
Street Address:	985 N. High Street		
Internal Address:	Ste. 220		
City:	Columbus		
State/Country:	OHIO		
Postal Code:	43201		
Entity Type:	Limited Liability Company: OHIO		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2701231	SWS FINANCIAL SERVICES	
Registration Number:	2712001	SWS GROUP	
Registration Number:	2698569	SWS	
Registration Number:	2743812	SWS	
CORRESPONDENCE DATA			
Fax Number:	6142272390		
<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:	614-227-2369		
Email:	ipdocketing@bricker.com		
Correspondent Name:	Gregory J. Krabacher		
Address Line 1:	100 S. Third St.		
Address Line 4:	Columbus, OHIO 43215		
ATTORNEY DOCKET NUMBER:	015552/172078		
NAME OF SUBMITTER:	Gregory J. Krabacher		
SIGNATURE:	/Gregory J. Krabacher/		
DATE SIGNED:	04/16/2019		

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Total Attachments: 2

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ASSIGNMENT

WHEREAS, Hilltop Securities Holdings LLC, a Delaware Limited Liability Company, with offices located at 200 Crescent Court, Suite 1330 Dallas Texas 75201 ("Assignor"), owns all right, title, and interest in the valid and subsisting United States Patent and Trademark Office registrations listed on the attached Schedule A, together with all state and common law rights and goodwill of the business associated with the marks of the registrations for the goods/services identified in the registrations (the "Trademarks"); and

WHEREAS, SWS Partners, LLC, an Ohio limited liability corporation, located at 985 N. High Street, Suite 220, Columbus, Ohio 43201 is desirous of acquiring all of the right, title and interest in and to the aforesaid Trademarks, including the registrations thereof and the goodwill of the business that is associated with the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor, does hereby assign, sell, transfer and convey to SWS Partners, LLC all of its right, title and interest in and to the said Trademarks, including all claims for past infringement and all causes of action with respect to or arising out of the said Trademarks, together with the goodwill of its business symbolized by the name, the mark, and the registration thereof.

Assignor, further covenants with SWS Partners, LLC, to execute, when requested, such additional assignments, instruments and documents as may be necessary or desirable to effectuate this agreement and assignment.

IN WITNESS WHEREOF, the undersigned, authorized representative of Assignor, has hereunto executed this Assignment, effective date as of the date shown below.

Assignor: Hilltop Securities Holdings LLC

By: _____ 

Name: *Cory Rostol*

Title: *Vice President*

Effective Date: April 15, 2019

SCHEDULE A

MARK	USPTO SERIAL NO.	USPTO REG. NO.	DATE OF USPTO REGISTRATION
SWS FINANCIAL SERVICES	76291359	2701231	March 25, 2003
SWS GROUP	76291354	2712001	April 29, 2003
SWS and Design	76291353	2698569	March 18, 2003
SWS	76291350	2743812	July 29, 2003