

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM531694

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Global Financial Private Capital LLC		07/12/2019	Limited Liability Company: FLORIDA
RECEIVING PARTY DATA			
Name:	AssetMark, Inc.		
Street Address:	1655 Grant Street, 10th Floor		
City:	Concord		
State/Country:	CALIFORNIA		
Postal Code:	94520		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4069581	THE COMPLEAT ADVISOR	
Registration Number:	3900274	DIAS	
CORRESPONDENCE DATA			
Fax Number:	4156533755		
<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:	4156533750		
Email:	ipdocketingsf@venable.com		
Correspondent Name:	Susan Hollander and Sharoni Finkelstein		
Address Line 1:	101 California Street, Suite 3800		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	132926398124		
NAME OF SUBMITTER:	Sharoni S. Finkelstein		
SIGNATURE:	/Sharoni S. Finkelstein/		
DATE SIGNED:	07/12/2019		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is entered into and effective as of July 12, 2019 (the "Effective Date"), by and between Global Financial Private Capital LLC, a Florida limited liability company located at 501 N. Cattlemen Road, Suite 106, Sarasota, Florida 34232 ("Assignor") and AssetMark, Inc., a California corporation located at 1655 Grant Street, 10th Floor, Concord, California 94520 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks listed in the attached Schedule A, all applications and registrations pertaining thereto, and all common law rights associated therewith, together with all goodwill arising from the use of and symbolization by said trademarks (collectively referred to herein as the "Trademarks");

WHEREAS, Assignor desires to transfer, and Assignee desires to acquire, all right, title and interest in and to the Trademarks throughout the world, including, without limitation, all applications and registrations pertaining thereto and all common law rights therein, together with all goodwill arising from the use of and symbolized by the Trademarks;

NOW, THEREFORE, for One Dollar and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignment. Assignor hereby assigns, transfers, sells, conveys, and delivers to Assignee all right, title and interest in and to the Trademarks throughout the world, including, without limitation, all applications and registrations pertaining thereto and all common law rights therein, together with all goodwill arising from the use of and symbolized by the Trademarks, including all rights to sue or otherwise assert the Trademarks and to recover damages, profits and/or other compensation for past, present and future infringements, the right to license the Trademarks to others, and the right to renew any registrations for the Trademarks, to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors, assigns and legal representatives, to be used as fully and entirely as said rights would have been held and enjoyed by Assignor had this assignment not made.

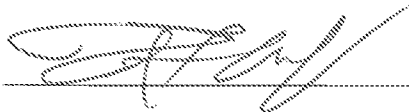
2. Authorization to Record. Assignor hereby authorizes Assignee to record this Assignment in the relevant trademark offices throughout the world.

IN WITNESS WHEREOF, Assignor has executed and delivered this instrument to Assignee on the date first noted above, and Assignee acknowledges receipt of the same.

Global Financial Private Capital LLC

AssetMark, Inc.

By: _____

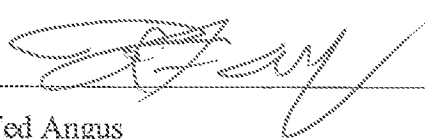


Name: Ted Angus

Title: EVP

Date: 7/12/19

By: _____



Name: Ted Angus

Title: EVP, General Counsel

Date: 7/12/19

Schedule A

Mark	Country	Reg. No.	Reg. Date
THE COMPLEAT ADVISOR	United States	4069581	12/13/2011
DIAS	United States	3900274	01/04/2011