

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM620125

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Edelman Financial Engines, LLC		01/31/2020	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	TMFS Insurance Agency, LLC		
<b>Street Address:</b>	1129 W. Kansas Street, Suite B		
<b>City:</b>	Liberty		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	64068		
<b>Entity Type:</b>	Limited Liability Company: MISSOURI		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5509887		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9136479057		
<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>			
<b>Phone:</b>	913-647-9050		
<b>Email:</b>	cdw@hoveywilliams.com		
<b>Correspondent Name:</b>	Andrew G. Colombo/Hovey Williams LLP		
<b>Address Line 1:</b>	10801 Mastin Blvd.		
<b>Address Line 2:</b>	Suite 1000		
<b>Address Line 4:</b>	Overland Park, KANSAS 66210		
<b>NAME OF SUBMITTER:</b>	Andrew G. Colombo		
<b>SIGNATURE:</b>	/Andrew G. Colombo/		
<b>DATE SIGNED:</b>	01/13/2021		
<b>Total Attachments: 5</b>			
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CH \$40.00 5509887



## ASSIGNMENT

This Assignment is entered into by and between Edelman Financial Engines, LLC (hereinafter "ASSIGNOR"), a limited liability corporation duly organized under the laws of the State of Delaware having an address 1050 Enterprise Way, 3rd Floor, Sunnyvale, CA 94089; and TMFS Insurance Agency, LLC (hereinafter "ASSIGNEE"), a limited liability company duly organized under the laws of the State of Missouri having an address of 1129 W. Kansas Street, Suite B, Liberty, MO 64068.

Whereas, ASSIGNOR, has adopted, used and/or licensed the use of, and is using and/or licensing the use of the shield logo as shown in Exhibit A (hereinafter "the Mark"), and has registered the Mark as United States Certificate of Trademark Reg. No. 5,509,887 (hereinafter "the Registration"); and

Whereas, ASSIGNEE is desirous of acquiring all right, title and interest in, to and under the Mark and the Registration.

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 Mark and the Registration, together with the good will of the business symbolized by the Mark and the right to sue for and collect on all claims for damages by reason of past infringement of the Mark or the Registration.
2. ASSIGNOR hereby authorizes and requests the respective trademark office or governmental agency in each jurisdiction to record this Assignment and to issue

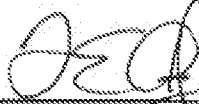
any trademarks or trademark registrations from any trademark applications included in the Mark and the Registration to and in the name of ASSIGNEE.

3. This Assignment provides no warranties hereunder of any kind, express or implied, with respect to the Mark or the Registration.
4. This Assignment shall be governed by, and construed and enforced in accordance with, the internal laws of the State of Missouri, without regard to principles of conflicts of laws.
5. This Assignment shall be binding upon and inure to the benefit of the parties and their respective successors and permitted assigns.
6. This Assignment may be executed in counterparts, each of which shall be an original but all of which taken together shall constitute one and the same instrument.

This Assignment is executed this 31<sup>st</sup> day of January, 2020

ASSIGNOR:

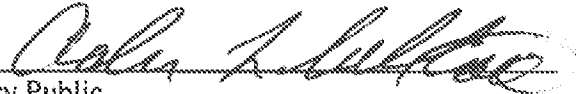
Edelman Financial Engines, LLC



Lewis E. Antone, Jr.  
Executive Vice-President, General Counsel

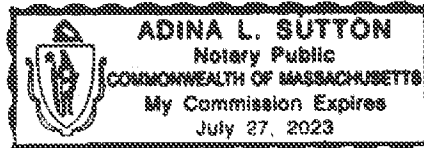
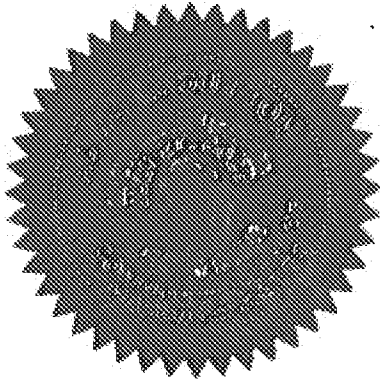
STATE OF MA. )  
 ) ss.  
County of Bristol )

On this 31<sup>st</sup> day of January, 2020, before me personally appeared **Lewis E. Antone, Jr.**, to me known to be the person described in and who executed the foregoing instrument, and who duly acknowledged to me that he executed the same for the uses and purposes therein set forth.



Notary Public

My Commission expires: 7/27/2023

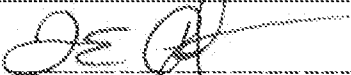


[Signature Page to Trademark Assignment]

ASSIGNEE:

TMFS Insurance Agency, LLC

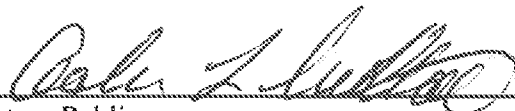
Date: January 31, 2020 By: Lewis Antone, Jr

Name: 

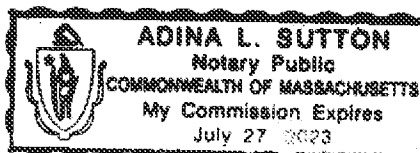
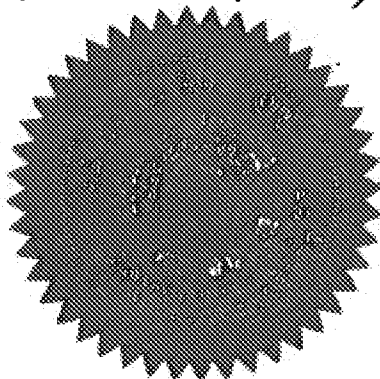
Title: Secretary

STATE OF MA )  
County of Bristol ) ss.

On this 31<sup>st</sup> day of January, 2020, before me personally appeared Lewis E. Antone, to me known to be the person described in and who executed the foregoing instrument, and who duly acknowledged to me that he executed the same for the uses and purposes therein set forth.

  
Notary Public

My Commission expires: 7/27/2023



[Signature Page to Trademark Assignment]

TRADEMARK  
REEL: 007161 FRAME: 0718

EXHIBIT A

