

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM713226

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	11/04/2021		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lockton, Inc.		03/04/2022	Corporation: MISSOURI
RECEIVING PARTY DATA			
Name:	Creative Planning, LLC		
Street Address:	5454 W. 110th Street		
City:	Overland Park		
State/Country:	KANSAS		
Postal Code:	66211		
Entity Type:	Limited Liability Company: MISSOURI		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	90339210	EZ(K) FLEX	
Serial Number:	90339229	(K)PRAETORIAN	
CORRESPONDENCE DATA			
Fax Number:	3038393838		
<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:	303-839-3800		
Email:	sfaction@spencerfane.com		
Correspondent Name:	Michael E. Broms/Spencer Fane LLP		
Address Line 1:	1700 Lincoln Street		
Address Line 2:	Suite 2000		
Address Line 4:	Denver, COLORADO 80203		
ATTORNEY DOCKET NUMBER:	5028265.81 DNV		
NAME OF SUBMITTER:	Michael E. Broms		
SIGNATURE:	/Michael E. Broms/		
DATE SIGNED:	03/09/2022		
Total Attachments: 4			
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SERVICE MARK ASSIGNMENT AGREEMENT
(*NUNC PRO TUNC*)

THIS SERVICE MARK ASSIGNMENT AGREEMENT (this “**Agreement**”) is entered into effective as of March 4th, 2022 by Lockton, Inc., a Missouri corporation having an address at 444 W. 47th Street, Suite 900, Kansas City, Missouri 64112 (“**Assignor**”), in favor of Creative Planning, LLC, a Missouri limited liability company having an address at 5454 W. 110th Street, Overland Park, Kansas 66211 (“**Assignee**”).

RECITALS

WHEREAS, Assignor is the owner of all right, title and interest in and to certain trade names and service marks set forth on Schedule A (collectively, the “**Service Marks**”);

WHEREAS, Assignor filed certain United States service mark applications for the Service Marks (the “**Service Mark Applications**”) with the U.S. Patent and Trademark Office based on an intent to use under §1(b) of the Trademark Act. An allegation of use under §§1(c) or 1(d) of the Trademark Act has not yet been filed with respect the Service Mark Applications;

WHEREAS, pursuant to and set forth in a certain Asset Purchase Agreement between Assignor and Assignee dated November 4, 2021 (the “**Purchase Agreement**”), Assignor conveyed all right, title and interest in and to the Service Marks and the Service Mark Applications thereof;

WHEREAS, Assignor and Assignee entered into a certain Trademark License Agreement dated December 20, 2021 (the “**Trademark License Agreement**”) concerning the Service Marks; and

WHEREAS, pursuant to the Purchase Agreement, Assignee, the successor of the ongoing and existing business of Assignor to which the Service Marks pertain, is desirous of acquiring said Service Marks and the Service Mark Applications thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor agrees that Assignor hereby assigned unto Assignee *nunc pro tunc* effective November 4, 2021, all right, title and interest in and to the Service Marks, the Service Mark Applications, and any and all rights to any registrations thereof or applications for registrations thereof which may now or hereafter exist, and the goodwill of the business symbolized thereby.

Assignor specifically assigns to Assignee all its claims (if any) to recover for any infringement or other violation of the ownership rights of the Service Marks, whether such infringement or violation occurs in the future or has occurred in the past.

Furthermore, Assignor and Assignor agree that this Service Mark Assignment Agreement supersedes the Trademark License Agreement.

Assignor shall take such steps and actions, and provide such reasonable cooperation and assistance to Assignee and its successors, assigns and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be reasonably necessary to effect, evidence or perfect the assignment of the

Service Marks and the Service Mark Applications to Assignee, or any assignee or successor thereto, and to enable Assignee to record the Service Marks with the United States Patent and Trademark Office.

IN WITNESS WHEREOF, the parties hereto have executed this Service Mark Assignment Agreement as of the day and year first above written.

LOCKTON, INC. (Assignor)

William Humphrey
By *William Humphrey*
Name *Secretary*
Title _____

CREATIVE PLANNING, LLC (Assignee)

Peter A. Mallouk
By *Peter A. Mallouk*
Name *President*
Title _____

SCHEDULE A
Service Marks

1.

Service Mark	Application Number	Application Date	Registration Number
EZ(K) FLEX	90/339,210	11/24/2020	N/A
Services: Providing employee benefit administrative services for retirement plans, multiple employer retirement plans and pooled employer retirement plans; providing employee benefit management services for retirement plans, multiple employer retirement plans and pooled employer retirement plans; employee benefit advisory services for retirement plans, multiple employer retirement plans and pooled employer retirement plans; consulting services in the field of retirement plans, multiple employer retirement plans and pooled employer retirement plans; providing information in the field of retirement plans, multiple employer retirement plans and pooled employer retirement plans; developing, processing and sponsoring retirement plans, multiple employer retirement plans and pooled employer retirement plans; pooled plan provider services for pooled employer retirement benefit plans; insurance brokerage services; insurance and financial risk management services; providing brokerage, risk management, information and consulting in the field of employee retirement plan benefits; investment advisory services; investment management services; investment consultation services; fund investment consulting; consulting in the field of institutional investing and portfolio management; investment risk assessment services; financial advisory services in the fields of buying and selling stocks, funds, bonds, and other investments; financial asset consultation and advisory services; financial planning for retirement in the nature of retirement plan, multiple employer retirement plan and pooled employer retirement plan account management services; financial services, namely, retirement consultation and advisory services; financial analysis and consulting, in International Class 36			

2.

Service Mark	Application Number	Application Date	Registration Number
(K)PRAETORIAN	90/339,229	11/24/2020	N/A
Services: Providing employee benefit administrative services for retirement plans, multiple employer retirement plans and pooled employer retirement plans; providing employee benefit management services for retirement plans, multiple employer retirement plans and pooled employer retirement plans; employee benefit advisory services for retirement plans, multiple employer retirement plans and pooled employer retirement plans; consulting services in the field of retirement plans, multiple employer retirement plans and pooled employer retirement plans; providing information in the field of retirement plans, multiple employer retirement plans and pooled employer retirement plans; developing, processing and sponsoring retirement plans, multiple employer retirement plans and pooled employer retirement plans; pooled plan provider services for pooled employer retirement benefit plans; insurance brokerage services; insurance and financial risk management services;			

providing brokerage, risk management, information and consulting in the field of employee retirement plan benefits; investment advisory services; investment management services; investment consultation services; fund investment consulting; consulting in the field of institutional investing and portfolio management; investment risk assessment services; financial advisory services in the fields of buying and selling stocks, funds, bonds, and other investments; financial asset consultation and advisory services; financial planning for retirement in the nature of retirement plan, multiple employer retirement plan and pooled employer retirement plan account management services; financial services, namely, retirement consultation and advisory services; financial analysis and consulting, in International Class 36