

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Lampo Group, Inc.		01/31/2007	CORPORATION: TENNESSEE

RECEIVING PARTY DATA	
<b>Name:</b>	Lampo Licensing, LLC
<b>Street Address:</b>	1749 Mallory Lane
<b>City:</b>	Brentwood
<b>State/Country:</b>	TENNESSEE
<b>Postal Code:</b>	37027
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: TENNESSEE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	78888716	THE DAVE RAMSEY SHOW
Registration Number:	2135500	THE MONEY GAME
Serial Number:	78909125	FINANCIAL PEACE UNIVERSITY
Serial Number:	78915876	MOMENTUM
Registration Number:	2529338	FINANCIAL PEACE, JR.
Registration Number:	2498009	FINANCIAL PEACE, JR.
Registration Number:	2105555	FINANCIAL PEACE UNIVERSITY
Registration Number:	2105556	FINANCIAL PEACE
Registration Number:	3091370	ENTRELEADERSHIP
Registration Number:	3145275	DAVE RAMSEY

CORRESPONDENCE DATA	
Fax Number:	(615)451-7025
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	615-452-5513

OP \$265.00 78888716

Email: kathryns@smithsholar.com  
Correspondent Name: Brian L. Smith  
Address Line 1: 1164 Nashville Pike  
Address Line 4: Gallatin, TENNESSEE 37066

NAME OF SUBMITTER:	Brian L. Smith
Signature:	/Brian L. Smith/
Date:	03/14/2007

**Total Attachments: 20**

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MARK ASSIGNED: DAVE RAMSEY  
USPTO Reg. #: 3,145,275

Prepared by:  
Smith.Sholar.Associates.PLLC  
P. O. Box 663  
Gallatin, TN 37066  
(615) 452-5282  
FAX (615)451-1033

**TOTAL ASSIGNMENT OF RIGHTS  
SERVICE MARK ASSIGNMENT**

WHEREAS, The Lampo Group, Inc., whose address is: 1749 Mallory Lane, Suite 100, Brentwood, TN 37027, has adopted, used and is using the mark DAVE RAMSEY with a date of first use of July 23, 1992, and is owner of that certain federal service mark registration # 3,145,275 dated September 19, 2006, and

WHEREAS, Lampo Licensing, LLC, whose address is: 1749 Mallory Lane, Brentwood, TN 37027, is desirous of acquiring said mark and all common law, state and federal service mark rights and the registration thereof and the rights to sue for past or future infringements;

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said The Lampo Group, Inc. does hereby assign unto Lampo Licensing, LLC any and all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark and associated therewith, and the rights to sue for past and future infringements, and including but not limited to any and/or all common law, state and federal rights and registrations and rights to registrations.


THE LAMPO GROUP, INC.

By: Matt Woodburn, V.P.  
Matt Woodburn  
Title: Vice-President

STATE OF TENNESSEE }  
COUNTY OF Williamson }

Personally appeared before me, the undersigned, a Notary Public in and of said County and State, the within named Matt Woodburn, Vice-President for The Lampo Group, Inc., with whom I am personally acquainted, and who acknowledged that he executed the within instrument for the purposes therein contained and who further acknowledged that he is the Vice-President of the maker or a constituent of the maker and is authorized by the maker or by its constituent, the constituent being authorized by the maker, to execute this instrument on behalf of the maker.

WITNESS my hand, at office, this 25<sup>th</sup> day of January, 2007.

  
Notary Public  
Commission expires At Large July 21, 2007  
DAVIDSON COUNTY, TENN.  
My Commission Expires  
July 21, 2007

MARK ASSIGNED: ENTRELEADERSHIP  
USPTO Reg. #: 3,091,370

Prepared by:  
Smith.Sholar.Associates.PLLC  
P. O. Box 663  
Gallatin, TN 37066  
(615) 452-5282  
FAX (615)451-1033

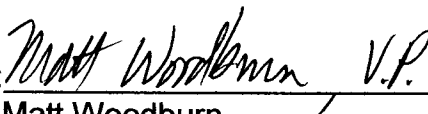
**TOTAL ASSIGNMENT OF RIGHTS  
TRADEMARK ASSIGNMENT**

WHEREAS, The Lampo Group, Inc., whose address is: 1749 Mallory Lane, Suite 100, Brentwood, TN 37027, has adopted, used and is using the mark ENTRELEADERSHIP with a date of first use of April 8, 2005, and is owner of that certain federal trademark registration # 3,091,370 dated May 9, 2006, and

WHEREAS, Lampo Licensing, LLC, whose address is: 1749 Mallory Lane, Brentwood, TN 37027, is desirous of acquiring said mark and all common law, state and federal trademark rights and the registration thereof and the rights to sue for past or future infringements;

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said The Lampo Group, Inc. does hereby assign unto Lampo Licensing, LLC any and all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark and associated therewith, and the rights to sue for past and future infringements, and including but not limited to any and/or all common law, state and federal rights and registrations and rights to registrations.

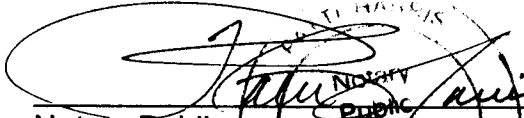
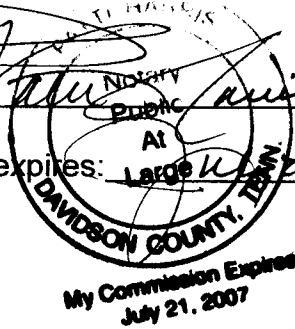
THE LAMPO GROUP, INC.

By:  V.P.  
Matt Woodburn  
Title: Vice-President

STATE OF TENNESSEE }  
COUNTY OF Williamson }

Personally appeared before me, the undersigned, a Notary Public in and of said County and State, the within named Matt Woodburn, Vice-President for The Lampo Group, Inc., with whom I am personally acquainted, and who acknowledged that he executed the within instrument for the purposes therein contained and who further acknowledged that he is the Vice-President of the maker or a constituent of the maker and is authorized by the maker or by its constituent, the constituent being authorized by the maker, to execute this instrument on behalf of the maker.

WITNESS my hand, at office, this 3<sup>rd</sup> day of January 2007.

  
Notary Public  
Commission expires: Large, 2007  


MARK ASSIGNED: FINANCIAL PEACE, JR.  
USPTO Reg. #: 2,498,009

Prepared by:  
Smith.Sholar.Associates.PLLC  
P. O. Box 663  
Gallatin, TN 37066  
(615) 452-5282  
FAX (615)451-1033

**TOTAL ASSIGNMENT OF RIGHTS  
TRADEMARK ASSIGNMENT**

WHEREAS, The Lampo Group, Inc., whose address is: 1749 Mallory Lane, Suite 100, Brentwood, TN 37027, has adopted, used and is using the mark FINANCIAL PEACE, JR. with a date of first use of May 20, 2000, and is owner of that certain federal trademark registration # 2,498,009 dated October 16, 2001, and

WHEREAS, Lampo Licensing, LLC, whose address is: 1749 Mallory Lane, Brentwood, TN 37027, is desirous of acquiring said mark and all common law, state and federal trademark rights and the registration thereof and the rights to sue for past or future infringements;

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said The Lampo Group, Inc. does hereby assign unto Lampo Licensing, LLC any and all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark and associated therewith, and the rights to sue for past and future infringements, and including but not limited to any and/or all common law, state and federal rights and registrations and rights to registrations.

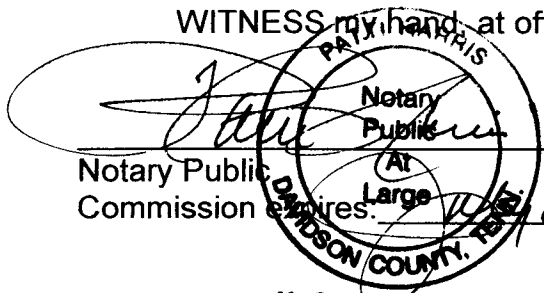
THE LAMPO GROUP, INC.

By: Matt Woodburn, V.P.  
Matt Woodburn  
Title: Vice-President

STATE OF TENNESSEE }  
COUNTY OF Williamson }

Personally appeared before me, the undersigned, a Notary Public in and of said County and State, the within named Matt Woodburn, Vice-President for The Lampo Group, Inc., with whom I am personally acquainted, and who acknowledged that he executed the within instrument for the purposes therein contained and who further acknowledged that he is the Vice-President of the maker or a constituent of the maker and is authorized by the maker or by its constituent, the constituent being authorized by the maker, to execute this instrument on behalf of the maker.

WITNESS my hand, at office, this 31<sup>st</sup> day of January, 2007.

  
Notary Public  
Commission Expires July 21, 2007  
My Commission Expires  
July 21, 2007



MARK ASSIGNED: FINANCIAL PEACE, JR.  
USPTO Reg. #: 2,529,338

Prepared by:  
Smith.Sholar.Associates.PLLC  
P. O. Box 663  
Gallatin, TN 37066  
(615) 452-5282  
FAX (615)451-1033

**TOTAL ASSIGNMENT OF RIGHTS  
TRADEMARK ASSIGNMENT**

WHEREAS, The Lampo Group, Inc., whose address is: 1749 Mallory Lane, Suite 100, Brentwood, TN 37027, has adopted, used and is using the mark FINANCIAL PEACE, JR. with a date of first use of May 20, 2000, and is owner of that certain federal trademark registration # 2,529,338 dated January 15, 2002, and

WHEREAS, Lampo Licensing, LLC, whose address is: 1749 Mallory Lane, Brentwood, TN 37027, is desirous of acquiring said mark and all common law, state and federal trademark rights and the registration thereof and the rights to sue for past or future infringements;

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said The Lampo Group, Inc. does hereby assign unto Lampo Licensing, LLC any and all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark and associated therewith, and the rights to sue for past and future infringements, and including but not limited to any and/or all common law, state and federal rights and registrations and rights to registrations.

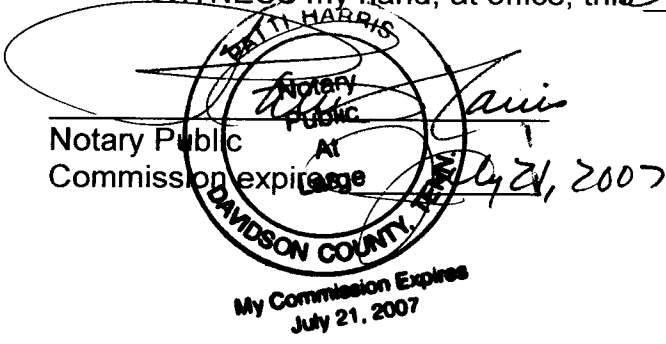
THE LAMPO GROUP, INC.

By: Matt Woodburn, V.P.  
Matt Woodburn  
Title: Vice-President

STATE OF TENNESSEE }  
COUNTY OF Washington

Personally appeared before me, the undersigned, a Notary Public in and of said County and State, the within named Matt Woodburn, Vice-President for The Lampo Group, Inc., with whom I am personally acquainted, and who acknowledged that he executed the within instrument for the purposes therein contained and who further acknowledged that he is the Vice-President of the maker or a constituent of the maker and is authorized by the maker or by its constituent, the constituent being authorized by the maker, to execute this instrument on behalf of the maker.

WITNESS my hand, at office, this 31<sup>st</sup> day of January, 2007.

  
Notary Public  
Commission expires July 21, 2007  
My Commission Expires  
July 21, 2007

MARK ASSIGNED: FINANCIAL PEACE UNIVERSITY  
USPTO Reg. #: 2,105,555

Prepared by:  
Smith.Sholar.Associates.PLLC  
P. O. Box 663  
Gallatin, TN 37066  
(615) 452-5282  
FAX (615)451-1033

**TOTAL ASSIGNMENT OF RIGHTS  
SERVICE MARK ASSIGNMENT**

WHEREAS, The Lampo Group, Inc., whose address is: 1749 Mallory Lane, Suite 100, Brentwood, TN 37027, has adopted, used and is using the mark FINANCIAL PEACE UNIVERSITY with a date of first use of February 28, 1994, and is owner of that certain federal service mark registration # 2,105,555 dated October 14, 1997, and

WHEREAS, Lampo Licensing, LLC, whose address is: 1749 Mallory Lane, Brentwood, TN 37027, is desirous of acquiring said mark and all common law, state and federal service mark rights and the registration thereof and the rights to sue for past or future infringements;

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said The Lampo Group, Inc. does hereby assign unto Lampo Licensing, LLC any and all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark and associated therewith, and the rights to sue for past and future infringements, and including but not limited to any and/or all common law, state and federal rights and registrations and rights to registrations.

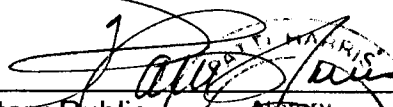

THE LAMPO GROUP, INC.

By: Matt Woodburn, V.P.  
Matt Woodburn  
Title: Vice-President

STATE OF TENNESSEE }  
COUNTY OF Williamson }

Personally appeared before me, the undersigned, a Notary Public in and of said County and State, the within named Matt Woodburn, Vice-President for The Lampo Group, Inc., with whom I am personally acquainted, and who acknowledged that he executed the within instrument for the purposes therein contained and who further acknowledged that he is the Vice-President of the maker or a constituent of the maker and is authorized by the maker or by its constituent, the constituent being authorized by the maker, to execute this instrument on behalf of the maker.

WITNESS my hand, at office, this 31<sup>st</sup> day of January 2007.

  
Notary Public  
Commission expires: July 21, 2007  
  
My Commission Expires  
July 21, 2007

MARK ASSIGNED: FINANCIAL PEACE  
USPTO Reg. #: 2,105,556

Prepared by:  
Smith.Sholar.Associates.PLLC  
P. O. Box 663  
Gallatin, TN 37066  
(615) 452-5282  
FAX (615)451-1033

**TOTAL ASSIGNMENT OF RIGHTS  
TRADEMARK ASSIGNMENT**

WHEREAS, The Lampo Group, Inc., whose address is: 1749 Mallory Lane, Suite 100, Brentwood, TN 37027, has adopted, used and is using the mark FINANCIAL PEACE with a date of first use of August 31, 1992, and is owner of that certain federal trademark registration # 2,105,556 dated October 14, 1997, and

WHEREAS, Lampo Licensing, LLC, whose address is: 1749 Mallory Lane, Brentwood, TN 37027, is desirous of acquiring said mark and all common law, state and federal trademark rights and the registration thereof and the rights to sue for past or future infringements;

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said The Lampo Group, Inc. does hereby assign unto Lampo Licensing, LLC any and all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark and associated therewith, and the rights to sue for past and future infringements, and including but not limited to any and/or all common law, state and federal rights and registrations and rights to registrations.

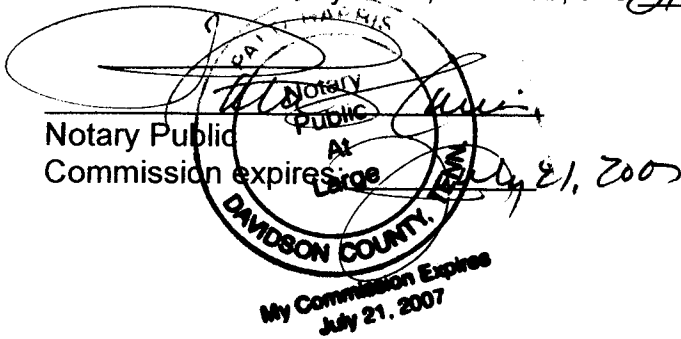
THE LAMPO GROUP, INC.

By: Matt Woodburn, V.P.  
Matt Woodburn  
Title: Vice-President

STATE OF TENNESSEE }  
COUNTY OF Williamson }

Personally appeared before me, the undersigned, a Notary Public in and of said County and State, the within named Matt Woodburn, Vice-President for The Lampo Group, Inc., with whom I am personally acquainted, and who acknowledged that he executed the within instrument for the purposes therein contained and who further acknowledged that he is the Vice-President of the maker or a constituent of the maker and is authorized by the maker or by its constituent, the constituent being authorized by the maker, to execute this instrument on behalf of the maker.

WITNESS my hand, at office, this 31<sup>st</sup> day of January 2007.

  
Notary Public  
At Large  
My Commission Expires July 21, 2007  
July 21, 2007

MARK ASSIGNED: MOMENTUM  
USPTO Serial #: 78915876

Prepared by:  
Smith.Sholar.Associates.PLLC  
P. O. Box 663  
Gallatin, TN 37066  
(615) 452-5282  
FAX (615)451-1033

**TOTAL ASSIGNMENT OF RIGHTS  
TRADEMARK ASSIGNMENT**

WHEREAS, The Lampo Group, Inc., whose address is: 1749 Mallory Lane, Suite 100, Brentwood, TN 37027, has adopted, and is planning to use the mark MOMENTUM, and is owner of that certain pending intent to use federal service mark application serial # 78915876 with the filing date June 23, 2006, and

WHEREAS, Lampo Licensing, LLC, whose address is: 1749 Mallory Lane, Brentwood, TN 37027, is desirous of acquiring said mark and all common law, state and federal service mark rights and the pending registration thereof and the rights to sue for past or future infringements;

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said The Lampo Group, Inc. does hereby assign unto Lampo Licensing, LLC any and all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark and associated therewith, and the rights to sue for past and future infringements, and including but not limited to any and/or all common law, state and federal rights and rights to registrations.


THE LAMPO GROUP, INC.

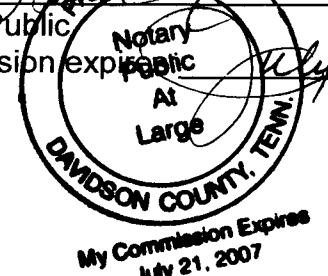
By: Matt Woodburn, V.P.  
Matt Woodburn  
Title: Vice-President

STATE OF TENNESSEE }  
COUNTY OF Williams }

Personally appeared before me, the undersigned, a Notary Public in and of said County and State, the within named Matt Woodburn, Vice-President for The Lampo Group, Inc., with whom I am personally acquainted, and who acknowledged that he executed the within instrument for the purposes therein contained and who further acknowledged that he is the Vice-President of the maker or a constituent of the maker and is authorized by the maker or by its constituent, the constituent being authorized by the maker, to execute this instrument on behalf of the maker.

WITNESS my hand, at office, this 3<sup>rd</sup> day of January 2007.

  
\_\_\_\_\_  
Notary Public  
Commission expires July 21, 2007





MARK ASSIGNED: THE DAVE RAMSEY SHOW  
USPTO Serial #: 78888716

Prepared by:  
Smith.Sholar.Associates.PLLC  
P. O. Box 663  
Gallatin, TN 37066  
(615) 452-5282  
FAX (615)451-1033

**TOTAL ASSIGNMENT OF RIGHTS  
SERVICE MARK ASSIGNMENT**

WHEREAS, The Lampo Group, Inc., whose address is: 1749 Mallory Lane, Suite 100, Brentwood, TN 37027, has adopted, used and is using the mark THE DAVE RAMSEY SHOW with a date of first use of April 30, 1999, and is owner of that certain pending federal service mark serial # 78888716 with the filing date May 22, 2006, and

WHEREAS, Lampo Licensing, LLC, whose address is: 1749 Mallory Lane, Brentwood, TN 37027, is desirous of acquiring said mark and all common law, state and federal service mark rights and the pending registration thereof and the rights to sue for past or future infringements;

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said The Lampo Group, Inc. does hereby assign unto Lampo Licensing, LLC any and all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark and associated therewith, and the rights to sue for past and future infringements, and including but not limited to any and/or all common law, state and federal rights and pending registrations and rights to pending registrations.

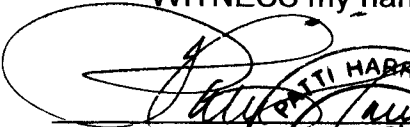
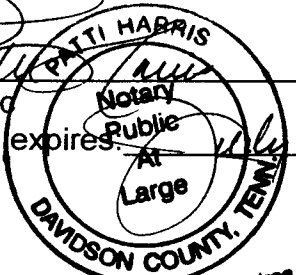
THE LAMPO GROUP, INC.

By: Matt Woodburn, V.P.  
Matt Woodburn  
Title: Vice-President

STATE OF TENNESSEE }  
COUNTY OF Washington }

Personally appeared before me, the undersigned, a Notary Public in and of said County and State, the within named Matt Woodburn, Vice-President for The Lampo Group, Inc., with whom I am personally acquainted, and who acknowledged that he executed the within instrument for the purposes therein contained and who further acknowledged that he is the Vice-President of the maker or a constituent of the maker and is authorized by the maker or by its constituent, the constituent being authorized by the maker, to execute this instrument on behalf of the maker.

WITNESS my hand, at office, this 3<sup>rd</sup> day of January 2007.

  
Notary Public  
Commission expires July 21 2007  
  
My Commission Expires  
July 21, 2007

MARK ASSIGNED: THE MONEY GAME  
USPTO Reg. #: 2,135,500

Prepared by:  
Smith.Sholar.Associates.PLLC  
P. O. Box 663  
Gallatin, TN 37066  
(615) 452-5282  
FAX (615)451-1033

**TOTAL ASSIGNMENT OF RIGHTS  
SERVICE MARK ASSIGNMENT**

WHEREAS, The Lampo Group, Inc., whose address is: 1749 Mallory Lane, Suite 100, Brentwood, TN 37027, has adopted, used and is using the mark THE MONEY GAME with a date of first use of June 1, 1992, and is owner of that certain federal service mark registration # 2,135,500 dated February 10, 1998, and

WHEREAS, Lampo Licensing, LLC, whose address is: 1749 Mallory Lane, Brentwood, TN 37027, is desirous of acquiring said mark and all common law, state and federal service mark rights and the registration thereof and the rights to sue for past or future infringements;

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said The Lampo Group, Inc. does hereby assign unto Lampo Licensing, LLC any and all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark and associated therewith, and the rights to sue for past and future infringements, and including but not limited to any and/or all common law, state and federal rights and registrations and rights to registrations.

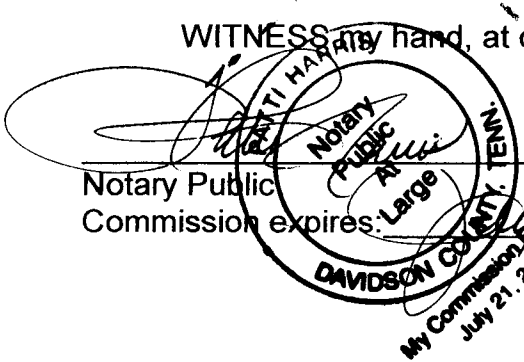
THE LAMPO GROUP, INC.

By: *Matt Woodburn, V.P.*  
Matt Woodburn  
Title: Vice-President

STATE OF TENNESSEE }  
COUNTY OF Williamson }

Personally appeared before me, the undersigned, a Notary Public in and of said County and State, the within named Matt Woodburn, Vice-President for The Lampo Group, Inc., with whom I am personally acquainted, and who acknowledged that he executed the within instrument for the purposes therein contained and who further acknowledged that he is the Vice-President of the maker or a constituent of the maker and is authorized by the maker or by its constituent, the constituent being authorized by the maker, to execute this instrument on behalf of the maker.

WITNESS my hand, at office, this 3<sup>rd</sup> day of January 2007.

  
Notary Public  
Commission expires: Large  
My Commission Expires July 21, 2007

MARK ASSIGNED: FINANCIAL PEACE UNIVERSITY  
USPTO Serial #: 78909125

Prepared by:  
Smith.Sholar.Associates.PLLC  
P. O. Box 663  
Gallatin, TN 37066  
(615) 452-5282  
FAX (615)451-1033

**TOTAL ASSIGNMENT OF RIGHTS  
TRADEMARK ASSIGNMENT**

WHEREAS, The Lampo Group, Inc., whose address is: 1749 Mallory Lane, Suite 100, Brentwood, TN 37027, has adopted, used and is using the mark FINANCIAL PEACE UNIVERSITY with a date of first use of December 31, 2001, for Class 009, and February 28, 1994, for Class 016, and is owner of that certain pending federal service mark serial # 78909125 with the filing date June 15, 2006, and

WHEREAS, Lampo Licensing, LLC, whose address is: 1749 Mallory Lane, Brentwood, TN 37027, is desirous of acquiring said mark and all common law, state and federal service mark rights and the pending registration thereof and the rights to sue for past or future infringements;

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said The Lampo Group, Inc. does hereby assign unto Lampo Licensing, LLC any and all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark and associated therewith, and the rights to sue for past and future infringements, and including but not limited to any and/or all common law, state and federal rights and pending registrations and rights to pending registrations.

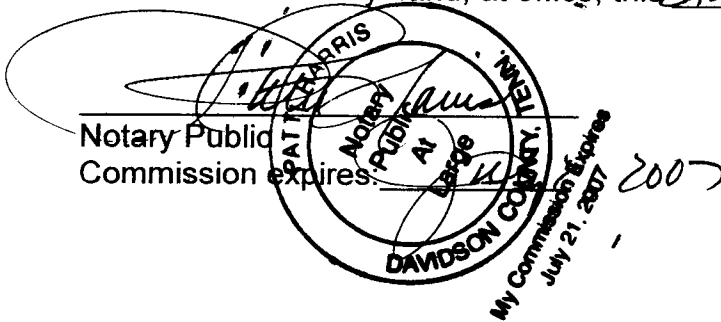
THE LAMPO GROUP, INC.

By: Matt Woodburn, V.P.  
Matt Woodburn  
Title: Vice-President

STATE OF TENNESSEE }  
COUNTY OF Williamson }

Personally appeared before me, the undersigned, a Notary Public in and of said County and State, the within named Matt Woodburn, Vice-President for The Lampo Group, Inc., with whom I am personally acquainted, and who acknowledged that he executed the within instrument for the purposes therein contained and who further acknowledged that he is the Vice-President of the maker or a constituent of the maker and is authorized by the maker or by its constituent, the constituent being authorized by the maker, to execute this instrument on behalf of the maker.

WITNESS my hand, at office, this 31<sup>st</sup> day of January 2007.

  
Notary Public  
Commission expires: July 21, 2007