

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS 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>
Equity Consultants Inc.	FORMERLY a/k/a Equity Consultants, Inc., a/k/a Equity Consultants, In	05/01/2008	CORPORATION: IOWA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Rational Equity, LLC		
<b>Street Address:</b>	302 South Locust Street		
<b>City:</b>	Glenwood		
<b>State/Country:</b>	IOWA		
<b>Postal Code:</b>	51534		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3058967	EQUITY MANAGER	
Registration Number:	2627036	ONLINEQUITY	
Registration Number:	2627035	WEB EQUITY MANAGER	
Registration Number:	2685008	EQUITY MANAGER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(612)492-7077		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	ip@fredlaw.com		
<b>Correspondent Name:</b>	Thomas McMasters		
<b>Address Line 1:</b>	Fredrikson & Byron, P.A.		
<b>Address Line 2:</b>	200 South Sixth Street, Suite 4000		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402-1425		
<b>NAME OF SUBMITTER:</b>	Patricia A. Larson		

OP \$115.00 3058967

Signature:

/Patricia A. Larson/

Date:

07/11/2008

Total Attachments: 2

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**TRADEMARK ASSIGNMENT**

WHEREAS, Equity Consultants Inc., a/k/a Equity Consultants, Inc., a/k/a Equity Consultants, In, a Iowa corporation, with a principal place of business at 302 South Locust Street, Glenwood, Iowa 51534 (hereinafter "Assignor"), is the owner of certain trademarks listed on Exhibit A hereto (hereinafter "the Marks"); and

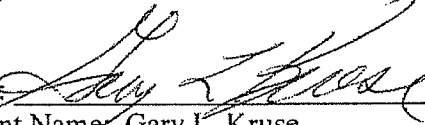
WHEREAS, Rational Equity, LLC, a Delaware limited liability company, with a principal place of business at 302 South Locust Street, Glenwood, Iowa 51534 (hereinafter "Assignee"), is desirous of acquiring the Marks thereof and the goodwill of the business associated therewith and symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, Assignor hereby assigns to Assignee all right, title and interest in and to the Marks together with the goodwill of the business associated therewith. Assignee is a successor to the business of Assignor to which the Marks pertain, which business is ongoing and existing. Assignor agrees to execute any additional documents presented to Assignor by Assignee which are or may be reasonably necessary to evidence or perfect the assignment, including those reasonably necessary to effectuate the recordation of the assignment.

This assignment includes all rights in the nature of trademark, service mark and trade name rights, associated goodwill, as well as the right to sue for past infringement of any of the above by any third party.


Effective: May 1<sup>st</sup>, 2008

EQUITY CONSULTANTS INC.

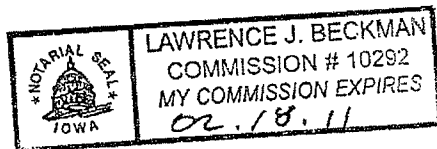
By:   
Print Name: Gary L. Kruse  
Print Title: President

STATE OF IOWA )  
 ) ss.  
COUNTY OF POTTAWATTAMIE )

On this 1<sup>st</sup> day of May, 2008, before me appeared Gary L. Kruse of Equity Consultants Inc., the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of said company with authority to do so.

  
Notary Public

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**EXHIBIT A**

**U.S. FEDERAL TRADEMARK REGISTRATIONS:**

<b>Trademark</b>	<b>Status</b>	<b>Registration No.</b>	<b>Registration Date</b>
<b>EQUITY MANAGER</b>	Registered	3,058,967	02/14/2006
<b>ONLINEQUITY</b>	Registered	2,627,036	09/24/2002
<b>WEB EQUITY MANAGER</b>	Registered	2,627,035	09/24/2002
<b>EQUITY MANAGER</b>	Registered	2,685,008	02/04/2003