

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			
Name	Formerly	Execution Date	Entity Type
Money Management Partners LLC		01/25/2011	LIMITED LIABILITY COMPANY: COLORADO
RECEIVING PARTY DATA			
Name:	Kenneth S Phillips		
Street Address:	2425 Olympic Boulevard		
Internal Address:	#670E		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3683141	HEDGEMARK	
CORRESPONDENCE DATA			
Fax Number:	(312)577-8994		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-902-5200		
Email:	deborah.wing@kattenlaw.com		
Correspondent Name:	Deborah Wing c/o Katten Muchin Rosenman		
Address Line 1:	525 West Monroe Street		
Address Line 4:	Chicago, ILLINOIS 60661		
ATTORNEY DOCKET NUMBER:	341693-1/HEDGEMARK		
NAME OF SUBMITTER:	Deborah A. Wing		
Signature:	/daw/		

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TRADEMARK
 REEL: 004460 FRAME: 0618

Date:

01/25/2011

Total Attachments: 2

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SERVICE MARK ASSIGNMENT

This Service Mark Assignment is made this 25 day of January, 2011, by Money Management Partners LLC, a Colorado limited liability company ("Assignor") having a principal place of business at P.O. Box 17757, Boulder, Colorado 80308, to Kenneth S. Phillips, an individual ("Assignee"), having a principal place of business at 2425 Olympic Boulevard, #670E, Santa Monica, California 90404.

WHEREAS, Assignor has adopted and used in its business the service mark identified in Schedule A hereto (the "Service Mark") and the registration therefor set forth in Schedule A (the "Registration"); and

WHEREAS, Assignee desires, and Assignor has agreed to assign to Assignee, all of Assignor's rights, title and interest in and to the Service Mark, together with the goodwill of the business connected with the use of and symbolized by the Service Mark.

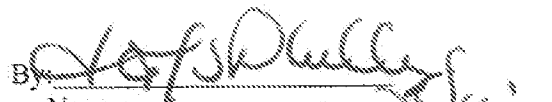
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all rights, title, and interest in and to the Service Mark and the Registration therefor, together with the goodwill of the business connected with the use of and symbolized by the Service Mark and the right to prosecute and recover monetary damages for past, present and future infringements and other violations of the Service Mark.

FURTHER, Assignor agrees to execute and provide, promptly after its execution hereof, such further instruments, documents or assignments as Assignee may reasonably request to effectuate the purposes of this transaction and to consolidate, vest and record in Assignee all of Assignor's rights in and to the Service Mark and the Registration.

IN WITNESS WHEREOF Assignor has executed this instrument.

Dated: January 25, 2011

ASSIGNOR

B. 
Name: Kenneth S. Phillips
Title: MANAGER

SCHEDULE A

Service Mark Registration

Mark	Reg. No.	Reg. Date
HEDGEMARK	3,683,141	15 September 2009