

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Randy Beeman		09/10/2013
			INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Robert W. Baird & Co. Incorporated		
Street Address:	777 East Wisconsin Avenue		
City:	Milwaukee		
State/Country:	WISCONSIN		
Postal Code:	53201		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3522608	WISE INVESTOR GROUP
CORRESPONDENCE DATA			
Fax Number:	4149788675		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	414 277 5675		
Email:	marta.levine@quarles.com		
Correspondent Name:	Marta S. Levine		
Address Line 1:	Quarles & Brady LLP		
Address Line 2:	411 East Wisconsin Avenue		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	140002.00180		
NAME OF SUBMITTER:	Marta S. Levine		
Signature:	/MartaLevine/		
Date:	09/11/2013		
Total Attachments: 1 source=Trademark Assignment WISE INVESTOR GROUP#page1.tif			

CH \$40.00 3522608

Trademark Assignment

This Trademark Assignment is made by and between Randy Beeman, a U.S. citizen with his place of business at 11951 Freedom Drive, Suite 1000, Reston, Virginia 20190 ("Assignor") and Robert W. Baird & Co. Incorporated, a Wisconsin corporation located at 777 East Wisconsin Avenue, Milwaukee, Wisconsin 53201 ("Baird").

Whereas, Assignor is the owner of the trademark shown below


Mark	Reg. No.	Issue Date	Services/Int. Class
WISE INVESTOR GROUP	3522608	October 21, 2008	Investment management (Int. Class 36)

the registration therefor with the U.S. Patent and Trademark Office, and the goodwill of the business in connection therewith (the "Trademark").

Whereas, Baird desires to acquire the Trademark.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, Assignor hereby sells, assigns and transfers to Baird all of Assignor's right, title and interest in and to the Trademark and all of Assignor's right, title and interest in and to any and all claims and demands it may have, at law or in equity, for past infringement of the Trademark.

In witness whereof, Assignor has executed this Trademark Assignment as of the date written below.

By:   
Randy Beeman

Date: 9-17-13, 2013