

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM418456

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BNY MELLON DISTRIBUTORS HOLDINGS INC.		03/03/2017	Corporation:
RECEIVING PARTY DATA			
Name:	THE BANK OF NEW YORK MELLON		
Street Address:	225 Liberty Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10286		
Entity Type:	State Chartered Bank: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3377292	DAZL	
Registration Number:	2782627	ADVISORCENTRAL	
CORRESPONDENCE DATA			
Fax Number:	4122883063		
<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:	412-288-7284		
Email:	ptoipinbox@reedsmith.com		
Correspondent Name:	KIRSTEN R. RYDSTROM, ESQUIRE		
Address Line 1:	P.O. BOX 488		
Address Line 2:	REED SMITH LLP		
Address Line 4:	PITTSBURGH, PENNSYLVANIA 15230-0488		
NAME OF SUBMITTER:	Kimberly L. Haney		
SIGNATURE:	/Kimberly L. Haney/		
DATE SIGNED:	03/06/2017		
Total Attachments: 3			
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OP \$65.00 3377292

ASSIGNMENT OF TRADEMARKS

This Trademark Assignment (this "Assignment"), effective March 3, 2017, is made by **BNY Mellon Distributors Holdings Inc.**, a corporation existing under the laws of Delaware, with an address of 301 Bellevue Parkway, Wilmington, Delaware 19809 (hereinafter "ASSIGNOR") and delivered to, and in favor of, **The Bank of New York Mellon**, a New York State chartered bank, with an address of 225 Liberty Street, New York, New York 10286 (hereinafter "ASSIGNEE").

WHEREAS, ASSIGNOR owns all right, title and interest in the trademarks and trade names found and described on Exhibit A (hereinafter referred to as the "Marks").

WHEREAS, ASSIGNEE is desirous of acquiring all of ASSIGNOR'S right, title and interest in the Marks, together with the goodwill of the business, symbolized by the Marks.

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, ASSIGNOR, intending to be legally bound, does agree as follows:

1. ASSIGNOR hereby sells, assigns, grants and transfers over to ASSIGNEE, and ASSIGNEE hereby accepts, ASSIGNOR'S entire right, title and interest in the Marks throughout the world, as set forth on the attached **EXHIBIT A**, together with the goodwill of the business symbolized by the Marks and all rights at common law; and any causes of action for any past, present or future infringement of the Marks.

2. ASSIGNOR will execute further reasonable papers and will take other reasonable action necessary and proper to vest full title in and to the Marks in ASSIGNEE.

3. ASSIGNOR does hereby covenant that ASSIGNOR has not executed, and will not execute, any agreement in conflict herewith.

4. This Assignment may be amended, supplemented or modified only by a written instrument duly executed by each party hereto. If any provision of this Assignment is held to be illegal, invalid or unenforceable under any present or future law, and if the rights or obligations of any party under this Assignment will not be materially and adversely affected thereby, (a) such provision will be fully severable, (b) this Assignment will be construed and enforced as if such illegal, invalid or unenforceable provision had never comprised a part hereof, (c) the remaining provisions of this Assignment will remain in full force and effect and will not be affected by the illegal, invalid or unenforceable provision or by its severance herefrom, and (d) in lieu of such illegal, invalid or unenforceable provision, there will be added automatically as a part of this Assignment a legal, valid and enforceable provision as similar to the terms of such illegal, invalid or unenforceable provision as may be possible and reasonably acceptable to the parties.

5. This Assignment shall be binding upon, inures to the benefit of and is enforceable by the parties hereto and their respective successors and assigns.

6. Headings herein are provided for the convenience of reference only and shall not be deemed to constitute a part hereof.

IN WITNESS WHEREOF, ASSIGNOR has caused this instrument to be duly executed by its authorized representative effective as of the 3 day of March, 2017.

BNY Mellon Distributors Holdings Inc.

By: 

Name: Executive Vice President

Calvin Holmquist

Title: EVP

ATTACHMENT A

MARKS

DAZL

U.S. Registration No. 3,377,292

ADVISOR CENTRAL

U.S. Registration No. 2,782,627