

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM580349

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Mather Group, Inc.		06/08/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	The Mather Group, LLC		
Street Address:	353 North Clark Street, Suite 2775		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60654		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	4101312	TMG THE MATHER GROUP	
Registration Number:	4912963	HOW SMART INVESTORS RETIRE	
Registration Number:	5148088	FI SAFEGUARD	
Registration Number:	5596966	TAX SYNCHRONIZED PORTFOLIO	
Registration Number:	5918506	DELIVERING PEACE OF MIND	
CORRESPONDENCE DATA			
Fax Number:	312757775		
<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:	312-442-9076		
Email:	dmays@bealaw.com		
Correspondent Name:	Daniel J. Mays		
Address Line 1:	225 W. Washington St., Suite 1010		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Daniel J. Mays		
SIGNATURE:	/Daniel J. Mays/		
DATE SIGNED:	06/09/2020		
Total Attachments: 2			
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OP \$140.00 4101312



Assignment of Trademarks

Whereas, The Mather Group, Inc., a Delaware corporation, has since February 23, 2011, continually used the trademark:

Whereas, the trademark was registered on February 21, 2012, as registration number 4101312 in the United States Patent and Trademark Office for the following class and services:

Class 36: Financial planning for retirement.

Whereas, The Mather Group, Inc., a Delaware corporation, has since 2002, continually used the trademark:

HOW SMART INVESTORS RETIRE

Whereas, the trademark was registered on March 8, 2016, as registration number 4912963 in the United States Patent and Trademark Office for the following class and services:

Class 36: Financial retirement plan consulting services.

Whereas, The Mather Group, Inc., a Delaware corporation, has since October 3, 2015, continually used the trademark:

FI SAFEGUARD

Whereas, the trademark was registered on February 21, 2017, as registration number 5148088 in the United States Patent and Trademark Office for the following class and services:

Class 36: Financial planning for retirement; Financial retirement plan consulting services; Financial portfolio management; Financial services, namely, a total portfolio offering for high net worth clients consisting of both separate accounts and mutual funds for equity and fixed income investments; Investment advisory services; Management of portfolios comprising securities. Financial services rendered primarily to retirement plan fiduciaries, namely, consultation in the field of retirement plans; consultation in the field of retirement plan vendors; retirement fund investment services; providing financial information relating to retirement plans; investment management services.

Whereas, The Mather Group, Inc., a Delaware corporation, has since August 24, 2018, continually used the trademark:

TAX SYNCRHONIZED PORTFOLOIO

Whereas, the trademark was registered on October 30, 2018, as registration number 5596966 in the United States Patent and Trademark Office for the following class and services:

Class 36: Financial portfolio management.

Whereas, The Mather Group, Inc., a Delaware corporation, has since February 8, 2019, continually used the trademark:

DELIVERING PEACE OF MIND

Whereas, the trademark was registered on November 26, 2019, as registration number 5918506 in the United States Patent and Trademark Office for the following class and services:

Class 35: Family office services, namely, assisting families and individuals with management of their business affairs, namely, family governance services in the nature of business management and succession planning of family-owned businesses, asset acquisition and management, namely, evaluating and structuring major acquisitions of real estate and personal property, bookkeeping, domestic payroll processing, and tax planning and advisory services.

Class 36: Financial services, namely, wealth management services. Family office services, namely, financial philanthropic gift planning, financial planning and advisory services, financial planning for retirement, investment consultation and advisory services, and wealth transfer and estate planning.

Now therefore, to all whom it may concern:

Be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, said owner has sold, assigned, and transferred the registered marks, and by these presents, does sell, assign and transfer unto:

The Mather Group, LLC, a Delaware limited liability company, whose principal address is 353 N. Clark Street, Suite 2775, Chicago, Illinois 60654

and trademark registration numbers 4101312, 4912963, 5148088, 5596966, and 5918506, together with any renewals thereof; all business conducted under the said trademarks; all goodwill symbolized by and associated with the business conducted under the said trademarks and any part thereof; all income, royalties, damages, and payments now or hereafter due or payable in respect thereto; all causes of action, either in law or in equity, for past, present, or future infringement based on such trademarks; and all rights corresponding to the foregoing throughout the world.

The undersigned affirms, under penalty of perjury, that the facts stated herein are true.

DocuSigned by:
Stewart Mather

Stewart Mather, Manager

6/8/2020

Date