

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM801041

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
Hynes Advisory, Inc.		03/21/2023	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Aspiriant, LLC		
<b>Street Address:</b>	11100 Santa Monica Blvd.		
<b>Internal Address:</b>	Suite 600		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90025		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5250615	ALL FIDUCIARY ALL THE TIME	
<b>Registration Number:</b>	6463023	SPECIAL NEEDS DESERVE A SPECIAL LEVEL OF	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Email:</b>	kmoyerhenry@lewiskohn.com		
<b>Correspondent Name:</b>	Lewis Kohn & Walker LLP		
<b>Address Line 1:</b>	17085 Via Del Campo		
<b>Address Line 4:</b>	San Diego, CALIFORNIA 92127		
<b>ATTORNEY DOCKET NUMBER:</b>	939.3GEN		
<b>NAME OF SUBMITTER:</b>	Kari Moyer-Henry		
<b>SIGNATURE:</b>	/KMH/		
<b>DATE SIGNED:</b>	04/06/2023		
<b>Total Attachments: 2</b>			
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## TRADEMARK ASSIGNMENT

This Trademark Assignment ("*Assignment*") is made this 21<sup>st</sup> day of March, 2023, by Hynes Advisory, Inc. a(n) California corporation with a physical address of 12555 High Bluff Dr., San Diego, CA 92130 ("*Assignor*"), and Aspiriant, LLC a(n) Delaware limited liability company with a physical address of 11100 Santa Monica Blvd., Suite 600, Los Angeles, CA 90025 ("*Assignee*").

### Assignment

1. Assignor has irrevocably and unconditionally assigned and transferred and does hereby irrevocably and unconditionally assign and transfer to Assignee, Assignor's entire right, title and interest in and to the following identified Trademark Registrations ("*Registrations*") of the United States:

<i>Reg. No.</i>	<i>Mark</i>	<i>Issue Date</i>	<i>Application No.</i>	<i>Filing Date</i>
5,250,615	ALL FIDUCIARY ALL THE TIME	07/25/2017	87/284,693	12/29/2016
6,463,023	SPECIAL NEEDS DESERVE A SPECIAL LEVEL OF TRUST	08/24/2021	90/337,323	11/23/2020

Assignor is to sell, transfer, assign, convey, set over and deliver to Assignee, among other assets, substantially all of the intellectual property of Assignor, and has agreed to execute and deliver this Assignment to Assignee for recording with governmental authorities including, but not limited to, the US Patent and Trademark Office.

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

1. Assignor hereby sells, transfers, assigns, conveys, sets over and delivers to Assignee, its successors and assigns, and Assignee hereby accepts, all of Assignor's rights, title and interests in and to the following (the "**Assigned Trademarks**"), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks:

(a) the trademark registrations are set forth above hereto and all issuances, extensions and renewals thereof;

(b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world;

(c) any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on and/or after the date hereof, including all rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, present and future infringement, dilution, misappropriation, violation, misuse, breach or default, with the right but not the obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks and the proper officials of all other countries to record this Assignment upon request of Assignee. At Assignee's cost and expense, Assignor shall take such steps and actions following the Effective Date, including the execution of any documents, files, registrations, or other similar items, to ensure that the Assigned Trademarks are assigned to Assignee, or any assignee or successor thereto.

3. All representations, warranties, covenants and indemnities of Assignor relating to the Assigned Trademarks are set forth in the Purchase Agreement.

4. This Assignment may be executed in counterparts, and when so executed, each counterpart shall be deemed an original and said counterparts shall constitute one and the same instrument.

**Assignor:**  
Hynes Advisory, Inc.

Signature: \_\_\_\_\_  
DocuSigned by:  
*Paul Hynes*  
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Printed Name: Paul J. Hynes, CEO

Date: March 21, 2023

**Assignee:**  
Aspiriant, LLC

Signature: \_\_\_\_\_  
DocuSigned by:  
*Doug Hendrickson*  
B1D5F1F3275146E...

Printed Name: Doug Hendrickson, CFO & Partner

Date: April 5, 2023