

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM362536

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ALM FIRST FINANCIAL ADVISORS, LLC		11/12/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Texas Capital Bank, National Association		
Street Address:	2000 McKinney Avenue		
Internal Address:	Suite 700		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75201		
Entity Type:	national banking association: UNITED STATES		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2822546	ALM FIRST	
Registration Number:	3896727	ALM FIRST ASSET/LIABILITY MANAGEMENT	
CORRESPONDENCE DATA			
Fax Number:	2147455390		
<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:	214-745-5226		
Email:	AWALKER@WINSTEAD.COM		
Correspondent Name:	Andrea Walker, Winstead PC		
Address Line 1:	P. O. Box 131851		
Address Line 4:	Dallas, TEXAS 75313-1851		
ATTORNEY DOCKET NUMBER:	13278-443 TMSA ALM1STFIN		
NAME OF SUBMITTER:	Andrea Walker		
SIGNATURE:	/Andrea Walker/		
DATE SIGNED:	11/16/2015		
Total Attachments: 5			
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TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT (this "Agreement"), is made as of November 12, 2015, by ALM FIRST FINANCIAL ADVISORS, LLC, a Delaware limited liability company ("Grantor"), in favor of TEXAS CAPITAL BANK, NATIONAL ASSOCIATION ("Lender"), for its benefit and the benefit of each other Secured Party.

BACKGROUND.

Pursuant to the Credit Agreement dated as of November 12, 2015, (such agreement, together with all amendments and restatements thereto, the "Credit Agreement"), between Grantor and Lender, Lender has extended a commitment to make Loans to Grantor;

In connection with the Credit Agreement, Grantor has executed and delivered the Security Agreement dated as of November 12, 2015 (such agreement, together with all amendments and restatements thereto, the "Security Agreement");

As a condition precedent to the making of the Loans (including the initial Loan) under the Credit Agreement, Grantor is required to execute and deliver this Agreement and to grant to Lender a continuing security interest in all of the Trademark Collateral (as defined below) to secure all Secured Obligations; and

Grantor has duly authorized the execution, delivery and performance of this Agreement.

AGREEMENT.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and in order to induce Lender to make Loans (including the initial Loan) pursuant to the Credit Agreement and other Secured Parties to extend credit to or for the benefit of Grantor, Grantor agrees, for the benefit of Lender and other Secured Parties as follows:

1. Definitions. Unless otherwise defined herein or the context otherwise requires, terms used in this Agreement, including its preamble and recitals, have the meanings provided (or incorporated by reference) in the Security Agreement.

"Trademark License" means any agreement, now or hereafter in effect, granting to any third party any right to use any Trademark now or hereafter owned by Grantor or which Grantor otherwise has the right to license, or granting to Grantor any right to use any Trademark now or hereafter owned by any third party, and all rights of Grantor under any such agreement.

"Trademarks" means (a) all trademarks, service marks, trade names, corporate names, company names, business names, fictitious business names, trade styles, trade dress, logos, other source or business identifiers, designs and general intangibles of like nature, all registrations and recordings thereof, and all registration and recording applications filed with any governmental authority in connection therewith, and all extensions or renewals thereof, (b) all goodwill associated therewith or symbolized thereby, (c) all other assets, rights and interests that uniquely reflect or embody such goodwill, and (d) all rights to use and/or sell any of the foregoing.

2. Grant of Security Interest. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, to secure all of the Secured Applications, Grantor does hereby mortgage, pledge and hypothecate to Secured Party, and grant to Secured Party a security interest

in, for its benefit and the benefit of each other Secured Party, all of the following property (the "Trademark Collateral"), whether now owned or hereafter acquired by it:

- (a) all Trademarks, including all Trademarks referred to in Item A of Attachment 1 attached hereto;
- (b) all applications for Trademarks; and
- (c) all Trademark Licenses; and
- (d) all proceeds and products of the foregoing, including, without limitation, insurance payable by reason of loss or damage to the foregoing.

3. Security Agreement. This Agreement has been executed and delivered by Grantor for the purpose of registering the security interest of Secured Party in the Trademark Collateral with the United States Patent and Trademark Office and corresponding offices in the United States and any state thereof. The security interest granted hereby has been granted as a supplement to, and not in limitation of, the security interest granted to Lender for its benefit and the benefit of each other Secured Party under the Security Agreement. The Security Agreement (and all rights and remedies of Lender and each Secured Party thereunder) shall remain in full force and effect in accordance with its terms.

4. Acknowledgment. Grantor does hereby further acknowledge and affirm that the rights and remedies of Lender with respect to the security interest in the Trademark Collateral granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which (including the remedies provided for therein) are incorporated by reference herein as if fully set forth herein.

5. Loan Document, etc. This Agreement is a Loan Document executed pursuant to the Credit Agreement and shall (unless otherwise expressly indicated herein) be construed, administered and applied in accordance with the terms and provisions of the Credit Agreement.

6. Counterparts. This Agreement may be executed by the parties hereto in several counterparts, each of which shall be deemed to be an original and all of which shall constitute together but one and the same agreement.

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IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed and delivered by their respective officers thereunto duly authorized as of the day and year first above written.

ALM FIRST FINANCIAL ADVISORS, LLC

By: _____


Emily Hollis
Chief Executive Officer

TEXAS CAPITAL BANK, NATIONAL
ASSOCIATION

By: 
Matt Love
Senior Vice President

ATTACHMENT I
to Trademark Security Agreement

Item A		Registered Trademarks					
Registered Owner	Nature of Grantor's Interest (e.g. owner, licensee)	Registered Trademark	Registration No.	Int'l Class Covered	Goods or Services Covered	Date Registered	Country of Registration
ALM First Financial Advisors, LLC	Owner	ALM First (Service Mark)	2822546			3/16/2004	USA
ALM First Financial Advisors, LLC	Owner	ALM First Asset/Liability Management	3896727			12/28/2010	USA

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