

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM371277

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cogent Research, LLC		05/02/2013	LIMITED LIABILITY COMPANY: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Market Strategies, Inc.		
Street Address:	17430 College Parkway		
City:	Livonia		
State/Country:	MICHIGAN		
Postal Code:	48152		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3060800	COGENT RESEARCH	
Registration Number:	3856100	RETIREMENT PLANSCAPE	
Registration Number:	3856099	INVESTOR BRANDSCAPE	
Registration Number:	3856098	ADVISOR BRANDSCAPE	
CORRESPONDENCE DATA			
Fax Number:	7346629559		
<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:	7346624426		
Email:	trademark@hooperhathaway.com		
Correspondent Name:	Christopher M. Taylor		
Address Line 1:	126 South Main Street		
Address Line 4:	Ann Arbor, MICHIGAN 48104		
NAME OF SUBMITTER:	Christopher M. Taylor		
SIGNATURE:	/christopher m taylor/		
DATE SIGNED:	01/30/2016		
Total Attachments: 2			
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OP \$115.00 3060800

ASSIGNMENT OF TRADEMARK

This Assignment of Trademarks by and between Cogent Research, LLC, a Massachusetts limited liability company (the "Assignor") and Market Strategies, Inc., a Michigan corporation ("Assignee") is effective May 2, 2013 (the "Effective Date"). For good and sufficient consideration, the receipt of which is acknowledged hereby, the parties agree as follows:

WHEREAS, Assignor owns all right, title and interest in and to the trademarks ("Trademarks") and registration applications ("Applications") and/or registrations ("Registrations") listed on Schedule A attached hereto and incorporated herein by reference;

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to such Trademarks, Registrations and Applications;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor has sold, assigned, transferred, set over, and delivered and by these presents does hereby sell, assign, transfer, set over, and deliver to Assignee, its successors and assigns the entire right, title and interest in and to such Trademarks, Registrations and Applications, including without limitation, the goodwill of the business symbolized by the Trademarks, and all rights of action accrued and to accrue thereunder and by virtue thereof, including, without limitation, the right to sue and recover for past infringement. Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks, or such similar person, to issue any registrations on said Applications to Assignee, the same to be held and enjoyed by Assignee for its own use, and for the use of its legal representatives, to the full term for which such registrations have been granted a fully and entirely as the same would have been held by Assignor had this assignment not been made.

Assignor does hereby further covenant and agree that it will not execute any writing or do any act whatsoever conflicting with these presents, and that Assignor, its successors and assigns, will at any time upon request without further additional consideration, execute such additional writings and do such additional acts as are necessary or desirable in the perfection, defense, and enjoyment of this grant, including without limitation any proceedings or transactions involving such Trademarks, Registrations and Applications.

* * *

MARKET STRATEGIES, INC.

COGENT RESEARCH, LLC

PHILIP H. GIROUX
Name: Philip H. Giroux
Its: CFO

PHILIP H. GIROUX
Name: Philip H. Giroux
Its: Secretary / Treasurer

SCHEDULE A

Trademark Reg. No.

Mark

3,060,800

COGENT RESEARCH

3,856,100

RETIREMENT PLANSCAPE

3,856,099

INVESTOR BRANDSCAPE

3,856,098

ADVISOR BRANDSCAPE