

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CHARLES D. EPSTEIN		02/20/2012	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	THE 401K COACH, LLC		
Street Address:	330 WHITNEY AVENUE, SUITE 610		
City:	HOLYOKE		
State/Country:	MASSACHUSETTS		
Postal Code:	01040		
Entity Type:	LIMITED LIABILITY COMPANY: MASSACHUSETTS		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	2632761	THE 401(K) COACH	
Registration Number:	3162257	THE 401K COACH PROGRAM	
Registration Number:	3276749	DESIREMENT PLANNING	
Registration Number:	3901710	THE DESIREMENT MORTGAGE	
Registration Number:	3905419	PAYCHECKS FOR LIFE	
Registration Number:	3926560	THE BEAR MARKET MANAGER	
Serial Number:	85525015	RETIREMENT MORTGAGE	
CORRESPONDENCE DATA			
Fax Number:	(413)733-4543		
Phone:	(413) 736-5401		
Email:	mdionne@ip-lawyers.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	McCormick, Paulding & Huber LLP		
Address Line 1:	185 Asylum Street, CityPlace II		
Address Line 4:	Hartford, CONNECTICUT 06103		

OP \$190.00 2632761

ATTORNEY DOCKET NUMBER:	7111-0000
NAME OF SUBMITTER:	Chester E. Flavin, Esq.
Signature:	/Chester E. Flavin/
Date:	02/28/2012
Total Attachments: 2 source=71110000Assignment#page1.tif source=71110000Assignment#page2.tif	

ASSIGNMENT

WHEREAS, CHARLES D. EPSTEIN, d/b/a EPSTEIN FINANCIAL SERVICES and/or d/b/a THE 401K COACH PROGRAM, having a principal place of business at 330 Whitney Avenue, Suite 610, Holyoke, Massachusetts 01040, is the owner of the following United States Service Mark Registrations and Service Mark Applications for the service marks indicated:

<u>Reg/ Appl. No.</u>	<u>Date</u>	<u>Service Mark</u>
2,632,761	10/08/02	The 401(k) Coach
3,162,257	10/24/06	THE 401K COACH PROGRAM
3,276,749	08/07/07	DESIREMENT PLANNING
3,901,710	01/04/11	THE DESIREMENT MORTGAGE
3,905,419	01/11/11	PAYCHECKS FOR LIFE
3,926,560	03/01/11	THE BEAR MARKET MANAGER
85/525015	01/25/12	RETIREMENT MORTGAGE

WHEREAS, THE 401K COACH, LLC, a limited liability company of the Commonwealth of Massachusetts, having a principal place of business at 330 Whitney Avenue, Suite 610, Holyoke, Massachusetts 01040, is desirous of acquiring said service marks.

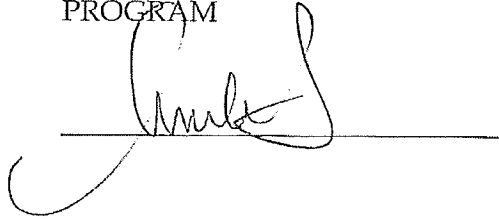
NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for and in consideration of the sum of ONE DOLLAR and other good and valuable consideration to him in hand paid, the receipt of which is hereby acknowledged, said, CHARLES D. EPSTEIN, d/b/a EPSTEIN FINANCIAL SERVICES and/or d/b/a THE 401K COACH PROGRAM, by these presents does sell, assign and transfer, unto the said THE 401K COACH, LLC,

the entire right, title and interest in and to the aforesaid service marks, the registrations thereof and applications for registration thereof, together with the good will of the business in connection with which the service marks are used, for the sole use and behoof of the company, its successors or assigns.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 20 day of Feb, 2012.

CHARLES D. EPSTEIN, d/b/a  
EPSTEIN FINANCIAL SERVICES  
and/or d/b/a THE 401K COACH  
PROGRAM

A handwritten signature in black ink, appearing to read "Charles D. Epstein", is written over a horizontal line. The signature is stylized and cursive.