

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM446329

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Institutional Capital LLC		05/04/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	New York Life Insurance Company		
Street Address:	51 Madison Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10010		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	5075971	ICAP	
Registration Number:	2101209	ICAP	
Registration Number:	2306150		
CORRESPONDENCE DATA			
Fax Number:	2128135901		
<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:	2128135900		
Email:	assignments@fzlj.com		
Correspondent Name:	ANDREW N. FREDBECK		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	4 Times Square, 17th Floor		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	NYL 1707625		
NAME OF SUBMITTER:	Anca Nicolescu		
SIGNATURE:	/anca nicolescu/		
DATE SIGNED:	10/06/2017		
Total Attachments: 2			
source=Executed assignment to NY Life - ICAP (F2386226x96B9E)#page1.tif			

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ASSIGNMENT

WHEREAS, Institutional Capital LLC, a limited liability company organized and existed under the laws of Delaware, located at 353 North Clark Street, Suite 3500, Chicago, Illinois 60654 ("ICAP"), is the owner of the trademarks listed in the attached schedule (hereinafter, the "Trademarks");

and WHEREAS, New York Life Insurance Company, a corporation organized and existing under the laws of New York, located at 51 Madison Avenue, New York, New York 10010 ("NYL"), is desirous of acquiring the listed Trademarks, and any other registered, applied for or unregistered trademarks, and all associated goodwill in said trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt, adequacy and legal sufficiency of which is hereby acknowledged, ICAP hereby irrevocably assigns, grants, and transfers to NYL all rights, obligations, titles and interests in and to the Trademarks listed in the attached schedule ("Trademarks"), in perpetuity. ICAP agrees to make no further use of the Trademarks or any confusingly similar mark in the United States or anywhere in the world. Furthermore, ICAP hereby irrevocably assigns, grants and transfer to NYL all the associated goodwill of the business symbolized by the Trademarks.

ICAP and NYL each represent, warrant, and covenant that it has the requisite authority to enter this Amendment, and to take the actions specified under this Amendment.

Institutional Capital LLC

By:

Mark E. Franagan

Name:

MARK E. FRANAGAN

Title:

CFO

Date:

5/9/2017

NEW YORK LIFE INSURANCE
COMPANY:

By:

[Signature]

Name:

Ye-Hsin Hung

Title:

Senior Vice President

Date:

9/6/17

SCHEDULE

TRADEMARKS	COUNTRY	REGISTRATION NO.
ICAP and Sunburst Design	USA	5,075,971
ICAP & Full Circle Sunburst logo	USA	2,101,209
Full Circle Sunburst Logo	USA	2,306,150