INTERNAL STRATEGY DOCUMENT

Activation Plan for His Golden Nest Eggs® & Her Golden Nest Eggs®

A practical roadmap for deploying the newly awarded service marks across financial planning, retirement consulting, wealth management, wealth transfer planning, and educational seminars.

Prepared for	InVestra leadership, marketing, advisory, and compliance teams
Purpose	Build brand equity and qualified demand while protecting trademark rights and meeting financial-services communications requirements
Scope	International Class 036 and Class 041 services listed in the registrations
Status	Working plan for leadership and counsel/compliance review

Working assumption: the marks have issued as U.S. federal registrations. Before public rollout, confirm the registration certificates, owner name, registration numbers, covered services, and effective dates. Use ® only where the federal registrations support that use.

Prepared: September 10, 2026

Executive Summary

Strategic thesis. InVestra should use His Golden Nest Eggs® and Her Golden Nest Eggs® as paired, consumer-facing brand platforms that make retirement and wealth planning feel more personally relevant without creating different standards of advice. The marks can operate as front doors into the same disciplined advisory process: tailored education and messaging up front, consistent discovery, planning, investment-advisory, wealth-management, and wealth-transfer processes behind the scenes.

> **Recommended launch posture:** paired campaigns, shared service standards, voluntary/self-selected audience pathways, and compliance review before external use.

The first 12 months should focus on five outcomes:

- **Establish recognizable market usage:** Deploy both marks consistently on dedicated service pages, seminar/event materials, email campaigns, social content, and selected advisor communications.
- **Create a conversion engine:** Use each brand to drive prospects toward an educational event or resource, then a planning consultation, then a full planning/wealth-management engagement where appropriate.
- **Build Class 041 visibility:** Launch a repeatable seminar series in financial planning and wealth management, with the marks prominently used in event titles and materials.
- **Protect the registrations:** Create brand standards, approval workflows, evidence archives, and a maintenance calendar that support continuous, accurate use of each mark with the registered services.
- **Measure commercial value:** Track branded traffic, seminar registrations, consultations, qualified opportunities, new relationships, and pipeline/AUM influenced by the campaigns while keeping performance claims out of consumer messaging unless specifically reviewed and substantiated.

What this plan is not

This is an internal commercial and operating plan, not legal advice. Trademark counsel should confirm registration-specific usage, and InVestra compliance/legal should determine which SEC, FINRA, state, insurance, privacy, and other rules apply to each entity, channel, and communication.

1. Brand Architecture and Market Positioning

Recommended role of the marks

Treat each mark as a branded pathway into InVestra's core planning and wealth-management proposition—not as a separate legal entity, product, portfolio, fee schedule, or standard of care unless InVestra intentionally creates one and obtains appropriate review.

Brand	Primary role	Sample applications	Core guardrail
Her Golden Nest Eggs®	Audience-relevant education and planning pathway	Landing page; financial-planning guide; retirement consultation campaign; wealth-transfer seminar	No assumption that all women share the same goals, risks, family roles, investment preferences, or longevity profile.
His Golden Nest Eggs®	Audience-relevant education and planning pathway	Landing page; retirement income checklist; planning consultation campaign; wealth-management seminar	No assumption that all men share the same goals, risk tolerance, earning role, investment preferences, or family responsibilities.

Positioning principle: "personal relevance without stereotyped advice."

Marketing can acknowledge that people may enter retirement and wealth conversations with different life experiences, decision-making dynamics, caregiving responsibilities, career histories, or estate-planning concerns. The advisory process should still begin with the individual client's facts and objectives—not with assumptions drawn from the "His" or "Her" label.

Suggested brand promise

Use language centered on clarity, preparation, coordination, and informed decision-making. Avoid promises that a "golden nest egg" will be achieved, preserved, or guaranteed. A compliant creative territory is: "Build a clearer plan for the wealth you have worked to create—and the life and legacy it is meant to support."

2. Map the Registrations to Real Market Use

Class 036 activation

Each mark should appear in connection with the specific financial services covered by the registration. The cleanest approach is a branded page or campaign that names the mark and immediately identifies the underlying service category.

Registered Class 036 service	Recommended branded use	Evidence to archive
Financial planning consultation	"Her Golden Nest Eggs® Financial Planning Consultation" and paired "His" version	Dated landing page; scheduling page; campaign email; client-facing service description
Financial retirement plan consulting services	Retirement-readiness review, retirement income planning discussion, plan-coordination consultation	Website page; workshop follow-up; consultation invitation
Financial planning and investment advisory services	Planning + advisory pathway using full mark plus generic descriptor	Service page; brochure; approved digital campaign
Providing information in financial planning	Articles, checklists, FAQs, guides, calculators/educational tools where appropriate	Live webpage captures; PDFs; email distribution records
Providing information in wealth management	Educational content on coordination, portfolio context, tax-aware planning concepts, and legacy issues	Content hub; webinar pages; newsletters
Financial wealth management / wealth management services	Branded introduction to InVestra wealth-management offering	Service landing page; proposal cover; approved brochure
Wealth transfer planning	Legacy/estate coordination discussions framed as planning—not legal document drafting unless separately authorized	Seminar page; checklist; meeting invitation; service description

Class 041 activation

Make seminars a flagship use case. The registration specifically covers arranging and conducting seminars in wealth management and financial planning, so recurring branded events can simultaneously build demand and create visible, documented use of the marks in commerce.

- **Her Golden Nest Eggs® Seminar Series:** Retirement Planning Decisions; Wealth After a Life Transition; Coordinating Income, Investments, and Legacy; Preparing for a Wealth Transfer Conversation.
- **His Golden Nest Eggs® Seminar Series:** Retirement Planning Decisions; Turning Accumulation Into a Retirement Plan; Coordinating Investments, Income, and Legacy; Preparing the Next Generation for Wealth Transfer.
- **Paired/couples event format:** Use both full marks together, for example: "His Golden Nest Eggs® + Her Golden Nest Eggs®: Building One Coordinated Retirement Plan."

3. Build the Customer Journey Around Education → Consultation → Advice

Recommended funnel

1. Awareness	Social posts, short videos, podcasts/interviews, partner outreach, direct mail, advisor outreach, search and paid media.
2. Education	Branded guide, checklist, article series, webinar, or in-person seminar.

3. Engagement	Event registration, email opt-in, “retirement planning questions” questionnaire, or educational download.
4. Consultation	A clearly described financial planning or retirement-planning consultation under the relevant mark.
5. Advisory fit	If appropriate, transition into InVestra’s normal planning and investment-advisory/wealth-management process with required agreements and disclosures.
6. Ongoing advocacy	Client education, annual planning events, household/next-generation meetings, and compliant testimonials/endorsements only when approved under applicable rules.

Landing-page structure

- Full trademark prominently displayed on first screen, followed by a plain-English descriptor such as “Retirement Planning & Wealth Management.”
- Audience-relevant opening question that does not stereotype or promise an outcome.
- Three to five planning topics: retirement readiness, income planning, investment coordination, tax-aware planning concepts, legacy/wealth transfer, family decision-making, and risk management as applicable.
- Clear statement of the service offered and who provides it; required entity/registration disclosures; link to Form CRS/ADV or other disclosures when applicable.
- Primary call to action: register for a seminar or request a financial planning consultation.
- Compliance-approved footer language and privacy/cookie controls.

4. Content and Seminar Program

Create a shared editorial engine with two front-end treatments

The most efficient model is one research/compliance-approved core topic that is adapted into the “His” and “Her” brand voice where useful. The facts, planning framework, risk disclosures, and advisory standards remain consistent; examples and prompts may vary to increase relevance.

Theme	Class 036 content	Class 041 event	Primary CTA
Retirement readiness	Checklist + planning questions	60-minute retirement planning seminar	Request a planning consultation
Retirement income	Article/video series on turning assets into a coordinated income plan	Income-planning workshop	Schedule a retirement plan consultation
Wealth management	Guide to coordinating portfolio, cash flow, taxes, and goals	Wealth-management seminar	Explore the wealth-management process
Life transitions	Planning questions after career change, divorce/widowhood, sale of business, or inheritance—used only where factually appropriate	Transition-focused seminar	Request an individual planning conversation
Wealth transfer	Legacy conversation guide and beneficiary/estate-coordination checklist	Family wealth-transfer planning seminar	Schedule a wealth-transfer planning discussion

Seminar operating standard

- Use the full mark in the event title, registration page, slides, handouts, reminder emails, and follow-up materials.
- Keep the seminar genuinely educational. Separate education from individualized recommendations; move personalized advice into an appropriate consultation process.
- Pre-approve slides, scripted remarks, handouts, case examples, performance-related references, and calls to action through the applicable compliance workflow.

- Capture event records: date, venue/platform, title, agenda, slides, handouts, registration page, attendance list where permitted, and screenshots/photographs showing the mark in use.
- Offer both marks in the calendar over time so neither registration becomes a dormant brand.

5. 12-Month Rollout Roadmap

Phase	Timing	Primary deliverables	Exit criteria
0. Foundation	Weeks 1–4	Confirm registration data; brand standards; compliance matrix; URL/social naming strategy; landing-page wireframes; specimen archive; baseline KPIs	Counsel/compliance sign-off on naming conventions, mark usage, disclosures, and launch process
1. Soft launch	Weeks 5–8	Two landing pages; one core guide adapted to each mark; consultation CTA; advisor talking points; internal training	Pages live; lead routing tested; approval/archiving process functioning
2. Seminar launch	Weeks 9–16	First Her Golden Nest Eggs® event and first His Golden Nest Eggs® event; email/social promotion; post-event consultation workflow	Attendance and conversion data available; materials archived as specimens
3. Scale channels	Months 5–8	Quarterly seminar cadence; search/paid-media tests; partner/referral campaign; short-form video; household/couples paired event	Positive qualified-lead economics and acceptable compliance cycle times
4. Optimize & institutionalize	Months 9–12	Content library; advisor playbook; annual event calendar; KPI dashboard; trademark maintenance calendar; unauthorized-use monitoring	Leadership decision on next-year budget, expansion, and potential additional marks/offerings

First 30 / 60 / 90 days

Window	Brand/IP	Marketing & sales	Compliance & operations
0–30	Verify registration details; issue brand rules; reserve digital assets; create specimen folders	Define personas/use cases; write landing pages and first guide; advisor talking points	Map RIA/BD/entity rules; approval workflow; archive standards; CRM source tags
31–60	Launch both marks in Class 036 contexts	Publish pages; launch email/social; open consultation scheduling	Review live pages; test disclosures; record proof of use; staff training
61–90	Use both marks in Class 041 seminar materials	Conduct first event(s); follow-up funnel; collect objections and questions for content backlog	Archive seminar materials; review conversion language; post-launch compliance audit

6. Trademark Usage and Governance

Create a one-page brand-use standard before launch

- Use the exact forms “His Golden Nest Eggs®” and “Her Golden Nest Eggs®.” Preserve capitalization and wording.
- Use the mark as a brand modifier followed by a generic service descriptor when practical: “Her Golden Nest Eggs® Financial Planning Consultation.”
- Place ® on the first prominent use (and, if desired, the first use in major sections/pages) when the federal registration supports the services being promoted. Avoid using ® with services outside the registrations unless separately protected.
- Do not shorten, respell, hyphenate, pluralize differently, or turn the mark into a generic noun. Avoid informal abbreviations in public-facing materials.
- Do not imply the trademark itself is a financial product, investment strategy, security, account type, guarantee, or legal entity unless that statement is literally accurate and separately reviewed.

- Maintain an internal record of approved logos/wordmarks, URLs, copy blocks, seminar titles, disclaimers, and prohibited variations.

Specimen and evidence archive

Because federal registrations must be maintained with evidence of ongoing use, InVestra should preserve contemporaneous examples rather than trying to reconstruct them years later. For each mark and each class, maintain a folder organized by year with dated screenshots/PDFs, live URLs, seminar materials, ads/emails, service descriptions, and notes identifying which registered service the material supports. USPTO maintenance generally requires a declaration of use between years 5–6 and a combined use/renewal filing between years 9–10 and every ten years thereafter for non-Madrid registrations.

Suggested internal ownership

Owner	Responsibility	Cadence
Marketing lead	Brand consistency, campaign calendar, asset library, KPI reporting	Monthly
Compliance/legal	Communications review, disclosure standards, testimonial/performance controls, registration-use review	Pre-use + quarterly audit
Advisory lead	Ensure messaging reflects real planning process and advisor capabilities	Quarterly
Operations/CRM	Lead-source tagging, scheduling, event records, conversion reporting	Monthly
Trademark counsel / designated owner	Registration data, maintenance deadlines, enforcement/unauthorized-use issues	At launch + at least annually

7. Financial-Services Communications Guardrails

Use one compliance intake form for every campaign

Before publication, each asset should identify: sponsoring legal entity; intended audience; channel; whether it contains investment advice or a recommendation; performance information; testimonials/endorsements; paid promoters; hypothetical examples; securities/products referenced; event format; and required disclosures. That intake should determine the review path rather than relying on the brand name alone.

RIA marketing considerations

If an InVestra entity is SEC-registered or required to register as an investment adviser, SEC Marketing Rule 206(4)-1 can apply to advertisements disseminated directly or indirectly. Build a process for substantiating material factual claims, fair and balanced presentation, required disclosures for testimonials/endorsements, performance-related controls, and retention of required records. The SEC's current staff Marketing Compliance FAQs were updated January 15, 2026, reinforcing the need to use current guidance rather than legacy advertising-rule practices.

Broker-dealer / FINRA considerations

If a FINRA member or associated person sponsors or distributes the communications, FINRA Rule 2210 governs categories of communications, approval/review and recordkeeping requirements, and content standards. Retail communications must be fair and balanced and may not contain false, exaggerated, unwarranted, promissory, or misleading claims. Seminar/public-appearance activity also requires appropriate controls. The specific approval and filing obligations depend on the content, audience, product, member status, and communication type.

Mandatory message guardrails for both marks

- No "guaranteed retirement," "protect your nest egg from loss," "financial freedom assured," or similar outcome promises.
- No gender-based prediction of investment performance, risk tolerance, longevity, financial sophistication, or household role.
- No selective case study or testimonial that implies typical results without the disclosures and conditions required by the applicable regime.

- No investment recommendation embedded in generic seminar or marketing copy without the appropriate review, basis, disclosures, and advisor/client context.
- No suggestion that "wealth transfer planning" means InVestra is providing legal advice or drafting legal instruments unless an authorized entity/professional is actually doing so.
- All fees, services, credentials, affiliations, and registration status must be described accurately and consistently with governing disclosure documents.

8. Channel Priorities and Creative Applications

Channel	Use of the marks	Recommended first test	Control point
Website / SEO	Dedicated landing pages and content hubs	Two matching pages with shared structure and distinct audience examples	Exact mark usage, disclosures, claim substantiation, archive capture
Email	Event invitations, planning guides, consultation nurture	Three-email seminar sequence for each mark	Audience segmentation, approval rules, unsubscribe/privacy
Social / video	Short education clips and event promotion	6–8 clips from first approved topic bank	Static vs interactive communication treatment; comments/replies process
Seminars	Primary Class 041 activation	One event per mark within first 90 days	Slides/scripts/handouts, speaker training, records
Advisor outreach	One-to-one prospect/client conversation aid	One-page "who this event is for" sheet	Avoid turning a branded campaign into an unreviewed recommendation
Partners / referrals	CPA/attorney/employer/community co-promotion	Co-hosted educational event with written roles	Promoter/endorsement/referral disclosures and compensation review
Paid media	Controlled scale after baseline conversion is known	Search + social retargeting to seminar or guide	Platform copy, disclosures, landing-page consistency, recordkeeping

9. Measurement Framework

Measure the brands as acquisition and engagement assets—not merely as creative concepts.

KPI layer	Metrics	12-month management question
Awareness	Branded search; direct traffic; landing-page visitors; video reach; event impressions	Are the marks becoming recognizable and generating incremental traffic?
Engagement	Guide downloads; webinar registrations; seminar attendance; email engagement; return visits	Does the content earn attention from the intended audience?
Conversion	Consultation requests; show rate; qualified opportunity rate; proposal rate	Do the brands move people into a real planning conversation?
Commercial	New client relationships; revenue/AUM influenced; acquisition cost; partner-sourced pipeline	Is the program economically attractive relative to other channels?
Compliance quality	Approval turnaround; revision rate; exceptions; archived proof-of-use completeness	Can the program scale without creating control failures?
Brand/IP health	Active use by class/mark; specimen coverage; misuse/unauthorized use identified	Are both registrations being used consistently and defensibly?

Recommended reporting view

Report each mark separately, plus a combined “Golden Nest Eggs campaigns” total. This will reveal whether one brand is disproportionately stronger in a channel or topic without forcing the organization to abandon the paired-brand strategy too early.

10. Key Risks and Mitigations

Risk	Why it matters	Mitigation
Gendered branding is perceived as stereotyped or exclusionary	Could reduce trust or create reputational friction	Use voluntary audience pathways; inclusive imagery/language; fact-based examples; paired/couples events; same service standards and access
Mark becomes detached from registered services	Weakens clarity of use and creates ® misuse risk	Always pair full mark with a registered-service descriptor; keep a usage matrix and specimen archive
“Golden” language implies guarantee or safety	Financial audiences may infer preservation or promised outcomes	Treat “Golden Nest Eggs” as the brand name only; avoid promise language, guarantees, and loss-prevention claims
Seminar becomes a sales presentation or individualized advice session	Can create communications/advice compliance issues	Separate education from personalized recommendations; train speakers; pre-approve scripts/slides; route advice to consultations
Inconsistent approval across entities/advisors	Creates supervisory and recordkeeping gaps	One intake form; centralized asset library; version control; designated approvers
One mark gets used and the other goes dormant	Reduces commercial value and can complicate long-term maintenance strategy	Calendar minimum uses for both marks; quarterly audit of activity by class

11. Leadership Decisions and Launch Checklist

Decisions to make now

- Confirm whether the two marks will be permanent sub-brands, campaign brands, or named programs within InVestra.
- Confirm which InVestra legal entity/entities will use each mark and which regulatory regimes apply.
- Approve initial audience definitions and inclusive-brand standards.
- Choose the first Class 036 service CTA (recommended: financial planning/retirement plan consultation).
- Choose the first Class 041 seminar topics and target dates.
- Assign brand owner, compliance reviewer, CRM/reporting owner, and trademark maintenance owner.
- Approve an initial 90-day budget and a 12-month test-and-scale threshold.

Launch-ready checklist

- ☐ Federal registration certificates and owner details verified
- ☐ Approved trademark style guide issued
- ☐ Class 036 and 041 use matrix approved
- ☐ Compliance intake/review workflow documented
- ☐ Two landing pages approved and archived
- ☐ Lead-routing and CRM source tags tested
- ☐ First seminar decks, registration pages, and follow-up sequences approved
- ☐ Specimen/evidence archive created with responsible owner
- ☐ KPI baseline and monthly dashboard established
- ☐ 5–6 year and 9–10 year trademark maintenance deadlines calendared

Appendix A. Illustrative Messaging Territories

These are internal creative starting points, not pre-approved advertising copy. Each execution should be reviewed in its final context, including headlines, images, calls to action, disclosures, testimonials, performance information, and speaker remarks.

Her Golden Nest Eggs® | Retirement Planning & Wealth Management
Turn retirement questions into a coordinated plan. Explore the decisions that connect your income needs, investments, family priorities, and legacy goals.

His Golden Nest Eggs® | Retirement Planning & Wealth Management
Bring the pieces of retirement together. Start with a clear look at income, investments, planning priorities, and the legacy you want your wealth to support.

Paired seminar
His Golden Nest Eggs® + Her Golden Nest Eggs®: One Household, One Coordinated Retirement Plan — an educational seminar on aligning retirement income, investments, planning priorities, and wealth-transfer conversations.

Appendix B. External Reference Notes

References reviewed for this working plan (accessed September 10, 2026):

- U.S. Patent and Trademark Office — "What is a trademark?" (TM/SM/® symbol guidance)
- U.S. Patent and Trademark Office — "Keeping your registration alive" (post-registration maintenance)
- SEC — Investment Adviser Marketing, Small Entity Compliance Guide
- SEC — Marketing Compliance Frequently Asked Questions (updated Jan. 15, 2026)
- FINRA Rule 2210 — Communications with the Public

Internal note: The exact legal and regulatory treatment of a specific execution depends on the registration record, sponsoring entity, audience, medium, content, and services/products referenced. Final materials should be reviewed by the professionals responsible for InVestra's trademark and financial-services compliance.