

FORM PTO-1618A

Expires 06/30/99

OMB 0651-0027

MRD

7-10-98

07-27-1998



U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

TRADEMARK



2 SHEET

Our Ref: COPEN-0018

100777364

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

**Submission Type**

New

Resubmission (Non-Recordation)  
Document ID # \_\_\_\_\_

Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

**Conveyance Type**

Assignment  License

Security Agreement  Nunc Pro Tunc Assignment

Merger  Change of Name

Effective Date  
Month Day Year  
\_\_\_\_\_ 11/4/97 \_\_\_\_\_

Other \_\_\_\_\_

**Conveying Party**

\_\_\_\_ Mark if additional names of conveying parties attached

Name General Electric Capital Corporation Execution Date  
Month Day Year  
\_\_\_\_\_  
7/6/98

Formerly \_\_\_\_\_

Individual  General Partnership  Limited Partnership  Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization New York

**Receiving Party**

\_\_\_\_ Mark if additional names of receiving parties attached

Name GE Financial Assurance Holdings, Inc.

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 6604 West Broad Street

Address (line 2) Richmond, Virginia 23230

Address (line 3) \_\_\_\_\_

Individual  General Partnership  Limited Partnership  If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Delaware

07/24/1998 SSNITH 00000164 1096261

FOR OFFICE USE ONLY

01 FC:481

40.00 OP

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 200231

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name \_\_\_\_\_

Address (line 1) \_\_\_\_\_

Address (line 2) \_\_\_\_\_

Address (line 3) \_\_\_\_\_

Address (line 4) \_\_\_\_\_

**Correspondent Name and Address**

Area Code and Telephone Number (212) 309-6988

Name Kerry A. Krzynowek, Esq.

Address (line 1) MORGAN, LEWIS & BOCKIUS LLP

Address (line 2) 101 Park Avenue

Address (line 3) New York, New York 10178-0060

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

# 1

**Trademark Application Number(s) or Registration Number(s)**

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Mark if additional numbers are attached

Trademark Application Number(s)

Registration Number(s)

DAY ONE Reg. No. 1,096,261

**Number of Properties** Enter the total number of properties involved.

# 1

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 40.00

Method of Payment: Enclosed X

Deposit Account \_\_\_\_\_

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.) Deposit Account Number: 13-4520

Authorization to charge additional fees: Yes X No \_\_\_\_\_

**Statement and Signature**

*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.*

Kerry A. Krzynowek

Name of Person Signing

Kerry A. Krzynowek  
Signature

7/8/98

Date Signed

**TRADEMARK ASSIGNMENT**

This Assignment is made by General Electric Capital Corporation, a New York corporation, having a principal business address at 260 Long Ridge Road, Stamford, Connecticut 06927 (hereinafter "Assignor"), in favor of GE Financial Assurance Holdings, Inc., a Delaware corporation, having a principal place of business at 6604 West Broad Street, Richmond, Virginia 23230 ("Assignee").

WHEREAS, Assignor owned all right, title and interest in and to the mark DAY ONE, including the federal registration therefor, Registration No. 1,096,261 (the "Mark"), and the goodwill of the business developed through the use of the Mark;

WHEREAS, on November 4, 1997, Assignor assigned to Assignee all right, title and interest in and to the Mark, the federal registration therefor, and the goodwill of the business developed through the use of the Mark.


The parties now wish to ratify and confirm the assignment of all right, title and interest in and to the Mark, the federal registration therefor, and the goodwill of the business symbolized thereby.

**Assignment**

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which the parties acknowledge, Assignor confirms that it assigned to Assignee, as of November 4, 1997, the entire right, title, and interest in and to the Mark and the registration therefor, including the right to sue for past and future infringement, together with the goodwill of the business symbolized by the Mark, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Signed this 6th day of JULY 1998.

**GENERAL ELECTRIC CAPITAL CORPORATION**

By:   
Name: Michael D. Fraizer  
Title: Senior Vice President

MA01A/180250.1