

MED 7-23-98

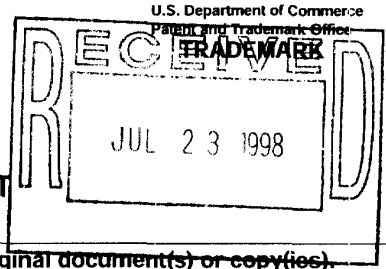
FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027

07-30-1998



100780459

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY



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
Effective Date
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date
Month Day Year

Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

- Individual General Partnership Limited Partnership
- Corporation Association
- Other

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.)

Citizenship/State of Incorporation/Organization

07/29/1998 TTOM11 00000039 1997219

FOR OFFICE USE ONLY

01 FC:481
02 FC:482

40.00 DP
1775.00 DP

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Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box 15, Washington, D.C. 20231

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

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

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

#

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

Mark if additional numbers attached

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

Trademark Application Number(s)

Registration Number(s)

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

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.

SUSAN SOMERS NEAL

Susan Somers Neal

7-20-98

Name of Person Signing

Signature

Date Signed

SCHEDULE A

TRADEMARKS IN THE UNITED STATES

<u>TRADEMARK</u>	<u>SERIAL/REG. NO.</u>	<u>FILING/REG. DATE</u>
LIFETREK	1,997,219	08/27/1996
MAJORCARE	847,188	04/02/1968
PLANNED EMPLOYEE PROGRAM	1,358,663	09/03/1985
PEP	1,456,801	09/08/1987
THE PRINCIPAL PLAN	1,561,335	10/17/1989
BENEFITWISE	2,060,776	05/13/1997
DI (STYLIZED)	1,328,929	04/02/1985
DI DISABILITY INCOME (Stylized)	1,330,053	04/09/1985
PRINCARE (STYLIZED)	1,477,066	02/16/1988
THE HEALTH EDGE	1,555,065	09/05/1989
PERFORMANCE THAT COUNTS	1,652,584	07/30/1991
PRINCALL	1,864,932	11/29/1994
DREAMS & PRIORITIES – TAKE CHARGE OF YOUR FINANCIAL FUTURE	2,055,957	04/22/1997
PRINFLEX LIFE	2,090,076	08/19/1997
AMERICA’S MORTGAGE EXPERTS SINCE 1936	2,027,993	12/31/1996
PRINLOCK	1,965,593	04/02/1996
PRINMOR	2,022,164	12/10/1996
SAA SELECT ACCOUNT ANNUITY and Design	1,398,812	06/24/1986
PENSION PRESS	1,750,096	02/02/1993
TELETOUCH	1,859,986	10/25/1994
BENEFIT EDGE QUARTERLY	1,974,584	05/21/1996
MONEY DOESN’T COME COME WITH INSTRUCTIONS	1,960,508	03/05/1996
PENSION PROVIDER	2,023,301	12/17/1996
DISCOVER RETIREMENT	2,036,662	02/11/1997
PENSION PATHWAYS	2,040,013	02/25/1997
AMERICA’S HEALTH PLAN	2,163,388	06/09/1998
AMERICAN HEALTH PLAN And Design	1,847,867	08/02/1994
THE PRINCIPAL FINANCIAL GROUP	1,502,424	08/30/1988
THE PRINCIPAL (Stylized)	1,508,544	10/11/1988

TRADEMARKS IN THE UNITED STATES

<u>TRADEMARK</u>	<u>SERIAL/REG. NO.</u>	<u>FILING/REG. DATE</u>
THE PRINCIPAL FINANCIAL GROUP	1,508,543	10/11/1988
Miscellaneous Design	1,534,634	04/11/1989
THE PRINCIPAL ACCOUNT	1,427,769	02/03/1987
THE BANKERS LIFE and Design	886,500	02/17/1970
THE BANKERS LIFE	892,222	06/02/1970
Miscellaneous Design	938,268	07/18/1972
Miscellaneous Design	938,269	07/18/1972
Miscellaneous Design	938,270	07/18/1972
Miscellaneous Design	1,125,435	09/25/1979
PROFIT CENTER (Stylized)	1,248,295	08/16/1983
Miscellaneous Design	1,250,011	08/30/1983
Miscellaneous Design	1,289,330	08/07/1984
THE MORE THINGS CHANGE, THE MORE YOU CAN DEPEND ON US	1,363,720	10/01/1985
THE PRINCIPAL EDGE	1,469,375	12/15/1987
THE PRINCIPAL and Design	1,504,246	09/13/1988
PRINCIPAL	1,562,541	10/24/1989
THE PRINCIPAL and Design	1,508,542	10/11/1988
THE PRINCIPAL FINANCIAL GROUP and Design	1,530,022	03/14/1989
THE PRINCIPAL and Design	1,530,023	03/14/1989
THE PRINCIPAL FINANCIAL GROUP and Design	1,531,199	03/21/1989
PRINCOR and Design	1,435,905	04/07/1987
PRINCOR	1,599,875	06/05/1990
THE PRINCIPAL	1,740,181	12/15/1992
THE PRINCIPAL FINANCIAL GROUP	1,740,172	12/15/1992
THE PRINCIPAL FINANCIAL GROUP and Design	1,698,013	06/30/1992
Miscellaneous Design	1,436,673	04/14/1987
INVISTA and Design	1,501,614	08/23/1988
INVISTA (Block Form)	1,501,615	08/23/1988
LOOKING AHEAD OF THE MARKET	1,563,751	10/31/1989
THE PRINCASH EDGE	1,863,945	11/22/1994
YOUR EDGE ON THE FUTURE	1,973,992	05/14/1996
PRINPAC	2,021,860	12/10/1996

TRADEMARKS IN THE UNITED STATES

<u>TRADEMARK</u>	<u>SERIAL/REG. NO.</u>	<u>FILING/REG. DATE</u>
AVION	2,062,939	05/20/1997
PRINCHOICE	2,136,280	02/10/1998
MUTUAL EDGE	2,087,911	08/12/1997

PENDING APPLICATIONS

PERIS	75-340295	08/13/1997
TARGETED SUPPLIER	75-127975	07/01/1996
PARTNERSHIP PROGRAM MINORITY & WOMEN BUSINESS DEVELOPMENT STRENGTH THROUGH NEW PARTNERSHIPS and Design		
TARGETED SUPPLIER	75-121217	06/18/1996
PARTNERSHIP PROGRAM		
RETIREMENT PROJECTION	75-149648	08/13/1996
PRINCIPAL HEALTHCARE 65	75-055044	02/08/1996
DELAWARECARE	75-163833	09/10/1996
NOBODY INVESTS MORE HARD	75-333824	07/31/1997
WORK		
Miscellaneous Design	75-290934	05/13/1997

ASSIGNMENT

WHEREAS, PRINCIPAL MUTUAL LIFE INSURANCE COMPANY, an Iowa Corporation, located at 711 High Street, Des Moines, Iowa, U.S.A. 50392-0300 ("Assignor"), has adopted and is using the marks attached hereto on Schedule A which are registered or pending registration in the U.S. Patent and Trademark Office in Assignor's name (hereinafter "the Marks"); and

WHEREAS, PRINCIPAL FINANCIAL GROUP, INC., an Iowa Corporation, located at 711 High Street, Des Moines, Iowa, U.S.A. 50392-0300 ("Assignee") desires to acquire the Marks and the registrations thereof and/or pending applications therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title and interest in and to each of the Marks, together with the goodwill of the business symbolized by the Marks, and the registrations thereof and/or pending applications therefor.

ASSIGNOR
PRINCIPAL MUTUAL LIFE
INSURANCE COMPANY

ASSIGNEE
PRINCIPAL FINANCIAL GROUP, INC.

By: Maryl L. Bricker
Name: **MARY L. BRICKER**
Title: **Assistant
Corporate Secretary**

By: Joyce N. Hoffman
Name: **JOYCE N. HOFFMAN**
Title: **Vice President and Corporate Secretary**

NOTARIAL ACKNOWLEDGEMENT

City of Des Moines)
County of Polk) SS:
State of Iowa, U.S.A.)

On June 30, 1998, before me appeared Maryl L. Bricker, personally known to me to be the person whose name is subscribed above, having been fully authorized to execute this document on behalf of PRINCIPAL MUTUAL LIFE INSURANCE COMPANY and Joyce N. Hoffman, personally known to me to be the person whose name is subscribed above, having been fully authorized to execute this document on behalf of PRINCIPAL FINANCIAL GROUP, INC.

Dated: 6/30/98

Sara Garside
Notary Public

SEAL



Assign.US

TRADEMARK
REEL: 1760 FRAME: 0756

Neal & McDevitt

Attorneys at Law

825 Green Bay Road · Suite 130
Wilmette, IL 60091

Tel: 847-853-7480
Fax: 847-853-7490

July 20, 1998

ASSISTANT COMMISSIONER FOR PATENTS
Box ASSIGNMENTS
Washington D.C. 20231

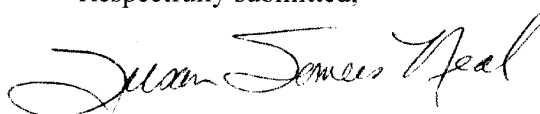
Re: **ASSIGNMENT OF REGISTERED AND PENDING TRADEMARKS**

Dear Sir:

Enclosed please find an "Assignment of Registered and Pending Trademarks along with PTO-1618A Recordation Form", to be recorded on behalf of Principal Financial Group, Inc..

Also enclosed is our check in the amount of \$1,815.00. If for any reason, this amount is insufficient, please charge any additional fees to Deposit Account No. 50-0640.

Respectfully submitted,



Susan Somers Neal

SSN/jms

Assignment.ltr

RECORDED: 07/23/1998

TRADEMARK
REEL: 1760 FRAME: 0757