

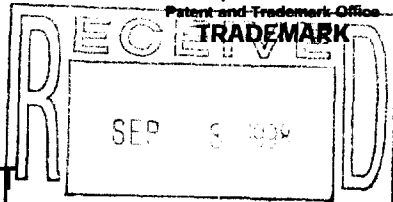
09-14-1998



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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. Department of Commerce
Patent and Trademark Office



MWD 9-8-98

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
 - Other _____
- Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name Old Northwest Agents Limited Partnership

July 1, 1998

Formerly _____

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

Receiving Party

Mark if additional names of receiving parties attached

Name Principal Life Insurance Company

DBA/AKA/TA _____

Composed of _____

Address (line 1) 711 High Street

Address (line 2) _____

Address (line 3) Des Moines Iowa 50392

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

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.)

09/11/1998 110N11 0000013 2043073

FOR OFFICE USE ONLY

01 FC:481 40.00 DP
02 FC:482 25.00 DP

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

TRADEMARK
REEL: 1786 FRAME: 0115

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.

SILVIA SOMERS NEAL

Silvia Somers Neal

09-03-98

Name of Person Signing

Signature

Date Signed

U.S. DEPARTMENT OF COMMERCE

PATENT AND TRADEMARK OFFICE

In Re Trademark Registration of

Old Northwest Agents Limited Partnership,
a Minnesota limited partnership

Registration No: 1,580,522

Registered: January 30, 1990

Mark: ONA INSURANCE BROKERAGE,
Plus Design

Class: International 36

ASSIGNMENT OF REGISTRATION

STATE OF MINNESOTA)
) ss.
COUNTY OF HENNEPIN)

WHEREAS, Old Northwest Agents Limited Partnership (a Minnesota limited partnership), of 8120 Penn Avenue South, Suite 470, Bloomington, Minnesota 55431, has adopted, used and is using a mark which is registered in the United States Patent and Trademark Office, Registration No. 1,580,522, dated January 30, 1990; and

WHEREAS, Principal Life Insurance Company (an Iowa corporation), of 711 High Street, Des Moines, Iowa 50392, is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Old Northwest Agents Limited Partnership does hereby assign unto the said Principal Life Insurance Company all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the registration thereof, No. 1,580,522.

