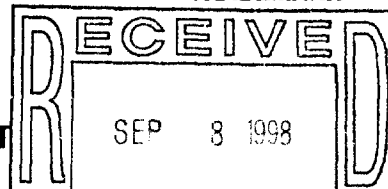


09-14-1998



100827927



MeD 9-8-98

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 Principal Life Insurance Company Execution Date July 14, 1998  
Month Day Year

- Formerly \_\_\_\_\_
- Individual
  - General Partnership
  - Limited Partnership
  - Corporation
  - Association
  - Other \_\_\_\_\_
  - Citizenship/State of Incorporation/Organization Iowa

Receiving Party

Mark if additional names of receiving parties attached

Name Principal Financial Group, Inc.

DBA/AKATA \_\_\_\_\_

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

Address (line 1) 711 High Street

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

Address (line 3) Des Moines Iowa 50392  
City State/Country Zip Code

- 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 TTON11 00000038 2043073

FOR OFFICE USE ONLY

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

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Mail documents to be recorded with required cover sheet(s) information to:  
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TRADEMARK  
REEL: 1786 FRAME: 0149

**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

847-853-7480

Name

Neal & McDevitt

Address (line 1)

825 Green Bay Road

Address (line 2)

Suite 130

Address (line 3)

Wilmette, Illinois 60091

Address (line 4)

**Pages**

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

#

4

**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)**

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

2,043,073	1,580,522	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**Number of Properties**

Enter the total number of properties involved.

#

2

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

65.00

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:

#

50-0640

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*

9-4-98 SSN

Name of Person Signing

Signature

Date Signed

In Re Trademark Registration of  
Principal Life Insurance Company

ASSIGNMENT OF REGISTRATION

Registration No: 2,043,073

Registered: March 11, 1997

Mark: ONA EMPLOYEE BENEFITS, Plus

Design

Class: International 36

STATE OF IOWA        )  
                          ) ss.  
COUNTY OF POLK     )

WHEREAS, Principal Life Insurance Company, an Iowa corporation, of 711 High Street, Des Moines, Iowa 50392, is the owner of a mark which is registered in the United States Patent and Trademark Office, Registration No. 2,043,073, dated March 11, 1997; and

WHEREAS, Principal Financial Group, Inc. (an Iowa corporation), of 711 High Street, Des Moines, Iowa 50392, is desirous of acquiring said mark and registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Principal Life Insurance Company does hereby assign unto the said Principal Financial Group, Inc. 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. 2,043,073.

PRINCIPAL LIFE INSURANCE COMPANY

By: Elaine McDonald  
Elaine McDonald  
Counsel

STATE OF IOWA        )  
                          ) ss.  
COUNTY OF POLK    )

The foregoing instrument was acknowledged before me this 14<sup>th</sup> day of July, 1998, by Elaine McDonald as counsel for Principal Life Insurance Company.

Melissa R. Dunagan  
Notary Public

ona.pld

U. S. DEPARTMENT OF COMMERCE

PATENT AND TRADEMARK OFFICE

In Re Trademark Registration of  
Principal Life Insurance Company

ASSIGNMENT OF REGISTRATION

Registration No: 1,580,522

Registered: January 30, 1990

Mark: ONA INSURANCE BROKERAGE, Plus

Design

Class: International 36

STATE OF IOWA        )  
                          ) ss.  
COUNTY OF POLK     )

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

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Principal Life Insurance Company does hereby assign unto the said Principal Financial Group, Inc. 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.

PRINCIPAL LIFE INSURANCE COMPANY

By: Elaine McDonald  
Elaine McDonald  
Counsel

STATE OF IOWA        )  
                          ) ss.  
COUNTY OF POLK     )

The foregoing instrument was acknowledged before me this 14<sup>th</sup> day of July, 1998, by Elaine McDonald as counsel for Principal Life Insurance Company.

Melissa R. Dunagan  
Notary Public

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