

11-02-1998

MRO 10.19.98



To the Honorable Commissioner of Patents and

ginal documents or copy thereof.

100865759

1. Name of conveying party(ies):

American Annuity Group, Inc.

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 9/30/98

Name: International Funeral Associates, Inc

Internal Address: 0707 FINANCE

Street Address: 580 Walnut Street, Suite 500

City: Cincinnati State: OH ZIP: 45201

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

5/353,660
75/353,080

B. Trademark Registration No.(s)

2,156,443 1,586,059
1,586,063 2,019,031 55,031

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Louis K. Ebling, Esq.

Internal Address: FROST & JACOBS LLP

Street Address: 2500 PNC Center
201 East Fifth Street

City: Cincinnati State: OH ZIP: 45202

6. Total number of applications and registrations involved: 7

7. Total fee (37 CFR 3.41). \$ 190.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit Account Number:

06-2226

(Attach duplicate copy of this page if paying by deposit account)

10/30/1998 SBURNS 00000078 75353660

01 FC:481 40.00 DP
02 FC:482 150.00 DP

DO NOT USE THIS SPACE

9. 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.

Louis K. Ebling
Name of Person Signing

10-16-98
Date

Total number of pages including cover sheet, attachments and document: 3

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to:
Commissioner of Patents and Trademarks
Washington, D.C. 20301 on the date indicated below:

Johannes K. Bode
10/16/98
Date

Exhibit A

Mark	Date Filed	Serial No.	Date Registered	Registration No.
IFA (Stylized Letters)	1/17/97	75-227455	5/12/98	2,156,443
IFA & Design (Stylized Letters)	8/3/89	73-816780	3/6/90	1,586,063
IFA	7/17/89	73-812929	3/6/90	1,586,059
IFA & Design	9/8/97	75-353660	Not yet regis.	
IFA Insurance Services	9/29/95	74-735765	11/26/96	2,019,031
IFA Stylized Letters	9/8/97	75-353080	Pending	
IFA Insurance Services (and Design)			Registered (Texas)	55,031

AMERICAN ANNUITY GROUP, INC.

By: 

Printed: Mark F. Muething

Title: Senior Vice President