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11-13-1998

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- Change of Name
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Execution Date
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Name

Formerly

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

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- Individual General Partnership Limited Partnership

- Corporation Association

Other

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Address (line 1)

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Correspondent Name and Address

Area Code and Telephone Number

(847) 853-7480

Name

Melissa J. Lee

Address (line 1)

NEAL & McDEVITT

Address (line 2)

825 Green Bay Road, Suite 130

Address (line 3)

Wilmette, IL 60091

Address (line 4)

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

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2,186,900	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
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1

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Deposit Account

Deposit Account

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

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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.

Melissa J. Lee

Name of Person Signing



Signature

11/10/98

Date Signed

ASSIGNMENT

WHEREAS, PRINCIPAL LIFE INSURANCE COMPANY, an Iowa corporation, located at 711 High Street, Des Moines, Iowa (“Assignor”), has adopted and is using the Mark THE GOOD LIFE TIMES (“the Mark”) in connection with a newsletter on the subject of healthcare; and

WHEREAS, Assignor owns a federal registration for the Mark on the Principal Register of the United States Patent and Trademark Office, Registration No. 2,186,900, registered on September 1, 1998; and

WHEREAS, PRINCIPAL FINANCIAL GROUP, INC., An Iowa corporation, located at 711 High Street, Des Moines, Iowa (“Assignee”), desires to acquire the Mark and the above-referenced Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency is hereby acknowledged, Assignor hereby sells, assigns and transfers to

Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the registration thereof.

PRINCIPAL LIFE INSURANCE
COMPANY

Date: 10/22/98

By: *Elaine McDonald*
Name: Elaine McDonald
Title: Counsel


State of Iowa)
) ss.
County of Polk)

On this 22nd day of October, 1998, before me appeared Elaine McDonald, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of PRINCIPAL LIFE INSURANCE COMPANY.

Debra S. Carmody
Notary Public

My commission expires:

**DEBRA S. CARMODY
MY COMMISSION EXPIRES
January 27, 2001**

 **DEBRA S. CARMODY
MY COMMISSION EXPIRES
January 27, 2001**