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12-29-1998

FORM PTO-1594
1-31-92



U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Providian Life and Health Insurance Company
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other _____

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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: December 17, 1998

2. Name and address of receiving party(ies):
Name: AEGON Financial Services Group, Inc.
Internal Address: Aegon Center
Street Address: 400 W. Market St.
City: Louisville State KY ZIP: 40232
 Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation State Minnesota
 Other _____

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

B. Trademark registration No.(s):
Reg. No. 1,968,897

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name Jack A. Wheat
Internal Address: Wheat, Camriano, Smith & Beres, PLC
Suite 800; Republic Bldg.
Street Address: 429 W. Muhammad Ali
City: Louisville State: KY ZIP: 40202

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: _____

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

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.

Jack A. Wheat

Name of Person Signing

Signature

December 21, 1998

Date

Total number of pages comprising cover sheet:

1

OMB No. 0651-0011 (exp. 4/94)

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Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20540.

TRADEMARK

REEL: 1832 FRAME: 0496

ASSIGNMENT OF SERVICE MARK REGISTRATION

WHEREAS, Providian Life and Health Insurance Company, now known as Peoples Benefit Life Insurance Company, a Missouri corporation, with its principal place of business at Aegon Center, 400 West Market Street, Louisville, Kentucky 40232 ("Assignor"), has adopted, owns and is using the mark "ADVISOR'S EDGE" ("the Mark") in connection with variable annuity underwriting services; and

WHEREAS, Assignor owns a federal registration for said Mark on the Principal Register of the United States Patent and Trademark Office, namely Registration No. 1,968,897, registered on April 16, 1996 as "The Advisor's Edge" and later formally amended to "Advisor's Edge"; and

WHEREAS, AEGON Financial Services Group, Inc., a Minnesota corporation, with its principal place of business at Aegon Center, 400 West Market Street, Louisville, Kentucky 40232 ("Assignee"), desires to acquire record title to the Mark and the above-referenced registration together with the goodwill of the business symbolized by the Mark; and

WHEREAS, Assignor and Assignee are commonly owned and operated companies, that is to say, they are "related companies" within the meaning of that term as defined by United States Trademark Law, and the assignment of the registration will in no way affect the continuity of the business engaged in under the mark and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee all right, title, and interest in and to the Mark (including the right to bring action against any past or present infringers thereof), together with the goodwill symbolized by the Mark, and the registration thereof.

This Assignment of Service Mark Registration is executed this 17th day of December, 1998.

PROVIDIAN LIFE AND HEALTH INSURANCE COMPANY,
now known as PEOPLES BENEFIT LIFE INSURANCE
COMPANY

By: *Greg Miller-Breetz*
Name: Greg Miller-Breetz
Title: Assistant Secretary

SUBSCRIBED and SWORN to before me by Greg Miller-Breetz, as the Assistant Secretary of Providian Life and Health Insurance Company, now known as Peoples Benefit Life Insurance Company, this 17th day of December, 1998.

My commission expires: 1/29/2002.

[SEAL]

Michele Zabel
Notary Public