

03-15-1999

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



100982247

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

1. Name of conveying party(ies): **American Annuity Group, Inc.**

Individual(s) Association
 General Partnership Limited Partnership
 Corporation - State of **Delaware**
 Other _____

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

MAD 3-8-99

2. Name and address of receiving party(ies):

Name: **SCI Financial Services, Inc.**

Internal Address: **1929 Allen Parkway, Houston, Texas 77219**

Street Address: **1929 Allen Parkway**

City: **Houston** State: **Texas** ZIP: **77219**

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: **September 30, 1998**

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

If assignee is not domiciled in the United States, a domestic representative designation is attached.
 Yes No
 (Designation 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) **75/384,060; 75/384,061; 75/384,106; 75/384,118; 75/453,289; 75/464,822**

B. Trademark Registration No.(s)

Additional numbers attached? Yes No

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

Name:

Margaret A. Boulware

Street Address:

**Jenkins and Gilchrist, P.C.
 1100 Louisiana Street, Suite 1800
 Houston, Texas 77002-5214**

6. Total number of applications and registrations involved: **6**

7. Total fee (37 CFR 3.41): **\$ 165.00**

Enclosed
 Authorized to be charged to deposit account.

(If check is not received with this correspondence or additional fees are required, please charge to deposit account 10-0447.)

8. Deposit Account number: **10-0447**
 (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.

Margaret A. Boulware *Margaret Boulware* **March 1, 1999**
 Name of Person Signing Signature Date

Total number of pages comprising cover sheet: 4

03/11/1999 DNGUYEN 00000101 75384060
 01 FC:481 40.00 OP
 02 FC:482 125.00 OP

Date of Deposit **March 2, 1999**

I hereby certify under 37 CFR 1.8(a) that this correspondence is being deposited with the United States Postal Service as **first class mail** with sufficient postage on the date indicated above and is addressed to the Commissioner of Patents and Trademarks, Box ASSIGNMENT, Washington, D.C. 20231.

Kim Kennedy

 Kim Kennedy

TRADEMARK
 REEL: 1866 FRAME: 0802

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ASSIGNMENT OF TRADEMARKS

WHEREAS, American Annuity Group, Inc. ("Assignor") of 250 East Fifth Street, Cincinnati, Ohio 45202, intends to use or has adopted, used, and is using the trademarks identified on Exhibit A attached hereto for which applications for trademark are intended or have been filed, and for some of which registrations have been obtained with the United States Patent and Trademark Office and foreign trademark offices; and

WHEREAS, SCI Financial Services, Inc., ("Assignee") of 1929 Allen Parkway, Houston, Texas 77219, is the successor to the business of Assignor to which said trademarks, applications and registrations pertain.

WHEREAS, Assignee is desirous of acquiring title to same and to all of the goodwill appurtenant thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign to said Assignee all right, title, and interest in and to said trademarks, trademark registration, trademark applications and the goodwill of the business symbolized thereby and the right to recover for past infringement thereof and injury thereto.

Assignor agrees to execute any additional documents that may be required to effect recordation of this transfer of title of the foreign trademarks in the appropriate foreign trademark offices.

[The remainder of this page has been left blank intentionally]

IN WITNESS WHEREOF, the undersigned has executed this Assignment on this 9th day of October, 1998.

AMERICAN ANNUITY GROUP INC.

BY: [Signature]
NAME: MARK E. MUEHLING
ITS: Senior Vice President

STATE OF Ohio)
COUNTY OF Hamilton) : SS:

BEFORE ME, the Subscriber, a Notary Public in and for said County and State, personally appeared Mark E. Muehling, Sr. Vice President of American Annuity Group, Inc., the corporation which executed the foregoing instrument, who acknowledged he did sign said instrument as such officer on behalf of said corporation, and by authority of its Board of Directors, and that the execution of said instrument is his free and voluntary act and deed individually and as such officer, and the free and voluntary act and deed of said corporation.

IN TESTIMONY WHEREOF, I have hereunto subscribed my name and affixed by Notarial Seal this 9th day of October, 1998.

[Signature]
KIMBERLEY S. SMITH
Notary Public, State of Ohio
My Commission Expires Dec. 8, 2001

EXHIBIT A

Mark	Date Filed	Serial Number	Date Registered	Regis. Number
Universal Casket Protector	11-3-97	75,384,061	Not yet Registered	Not yet Registered
UCP	11-3-97	75-384,118	Not yet Registered	Not yet Registered
Universal Price Protector	11-3-97	75-384,060	Not yet Registered	Not yet Registered
UPP	11-3-97	75-384,106	Not yet Registered	Not yet Registered
Freedom Series	3-19-98	75-453,289	Not yet Registered	Not yet Registered
ADS Bridge Systems	4-9-98	75-464,822	Not yet Registered	Not yet Registered

Assignment of Trademarks

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RECORDED: 03/08/1999

TRADEMARK
REEL: 1866 FRAME: 0805