

03-15-1999



U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

ET

100982997

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

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) **75/060,317; 75/097,981; 75/384,111; 75/384,117; 75/500,287; 75/500,411**

B. Trademark Registration No.(s) **1,453,527; 1,868,983; 1,869,928; 1,869,929; 1,875,546; 1,929,133; 1,963,543; 1,965,629; 1,976,169; 2,009,186; 2,036,266; 2,160,171**

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: **18**

7. Total fee (37 CFR 3.41): **\$ 465.00**

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

Total number of pages comprising cover sheet: **4**

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01 FC:481 40.00 OP
02 FC:482 425.00 OP

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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: 0832

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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;

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; and

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.

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EXHIBIT A**TRADEMARKS**

Mark	Date Filed	Serial Number	Date Registered	Regis. Number
AFT Trust Services	2-4-94	74-486,652	10-24-95	1,929,133
American DataSource, Inc. & Logo	1-22-97	75-229,194	5-26-98	2,160,171
American Funeral Plan	1-16-87	73-640,177	8-18-97	1,453,527
American Funeral Trust	2-16-93	74-359,061	12-20-94	1,868,983
American Memorial Life Insurance Company & Design	5-2-96	75-060,317	Not yet Registered	Not yet Registered
Casket Freeze Price Protector	11-3-97	75-384,117	Not yet Registered	Not yet Registered
CFPP	11-3-97	75-384,111	Not yet Registered	Not yet Registered
Casket Price Protector & Design	5-4-95	74-683,700	3-19-96	1,963,543
Casket Price Protector	5-4-95	74-672,515	4-2-96	1,965,629
International Funeral Marketing Group	2-27-95	74-639,025	2-4-97	2,036,266
IFMG	2-27-95	74-638,554	5-28-96	1,976,169
National Funeral Network	6-11-98	75-500,411	Not yet Registered	Not yet registered
International Funeral Network	6-11-98	75-500,287	Not yet Registered	Not yet Registered
Prairie States & Design	11-12-93	74-457,084	1-24-95	1,875,546
Planning Today to Meet the Needs of Tomorrow	8-9-93	74-421,671	12-27-94	1,869,929
The Rapid System	4-4-95	74-655,687	10-15-96	2,009,186
The Trust of Choice	8-9-93	74-421,667	12-27-94	1,869,928
American Memorial Plan	5-2-96	75-097,981	Not yet Registered	Not yet Registered

Assignment of Trademarks

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