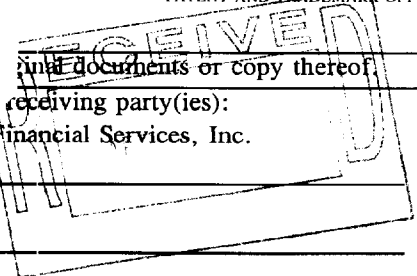




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To the Honorable Commissioner of Patents and

1. Name of conveying party(ies):  
Batesville Services, Inc. (formerly known as Batesville  
Casket Company, 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: March 25, 1999

2. Name and address of receiving party(ies):  
Name: Forethought Financial Services, Inc.

Internal Address: \_\_\_\_\_

Street Address: Forethought Center

City: Batesville State: IN ZIP: 47006-4826

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

B. Trademark Registration No.(s)

1,861,987

Additional numbers attached?  Yes  No

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

Name: Louis K. Ebling

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: 1

7. Total fee (37 CFR 3.41). . . . . \$ 40.00

- 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)

DO NOT USE THIS SPACE

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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

3/30/99

Name of Person Signing

Signature

Date

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

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

Washington, D.C. 20231 on the date indicated below:

Jennifer K. Bode  
Date: 3/30/99

4/5/99

UNITED STATES TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, made this 25<sup>th</sup> day of MARCH, 1999, by and between Batesville Services, Inc. (formerly known as Batesville Casket Company, Inc.) ("Assignor"), a corporation organized under the laws of the State of Indiana, located and doing business at One Batesville Boulevard, Batesville, Indiana 47006-8835, and Forethought Financial Services, Inc. ("Assignee"), a corporation organized under the laws of the State of Indiana, located and doing business at Forethought Center, Batesville, Indiana 47006-4826.

WHEREAS, Assignor is the owner of and has adopted, used and is using the TOTAL CASKET PROTECTION trademark, U.S. Registration No. 1,861,987 which has issued from the United States Patent and Trademark Office ("the Mark"); and

WHEREAS, Assignee wishes to acquire Assignor's entire right, title and interest in and to the Mark, together with the goodwill of the business in connection with which the mark is used;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, grant, assign, transfer, convey and deliver to Assignee all of its right, title and interest in and to the Mark, together with the goodwill of the business in connection with which the Mark is used.

IN WITNESS WHEREOF, the Assignor has caused this assignment to be signed and executed by its duly authorized officer as of the date and year above written.

BATESVILLE SERVICES, INC.

By: Melanie D. Riehle  
Melanie D. Riehle  
Assistant Secretary

STATE OF Indiana )  
 ) SS:  
COUNTY OF Ripley )

On this 25<sup>th</sup> day of March, 1999, before me, a Notary Public, for the above county and state personally appeared Melanie D. Riehle and acknowledged that she signed this document as a free act.

Elaine Whitaker Jones  
Notary Public

My Commission Expires:  
2-27-01

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