

MAY 26 1999

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U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

original documents or copy thereof.

1. Name of conveying party(ies): Preferred Risk Mutual Insurance Company

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State of Iowa, Other, Additional name(s) of conveying party(ies) attached?

3. Nature of conveyance: Assignment, Merger, Security Agreement, Change of Name, Other, Execution Date: May 19, 1999

2. Name and address of receiving party(ies) Name: GuideOne Mutual Insurance Company

Internal Address, Street Address: 1111 Ashworth Road, City: West Des Moines, State: IA, Zip: 50265-3538

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State of Iowa, Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Additional name(s) & address(es) attached?

4. Application number(s) or registration number(s): A. Trademark Application No.(s) See attached sheet

B. Trademark Registration No.(s) See attached sheet

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Edmund J. Sease, Internal Address, Street Address: 801 Grand Avenue, Suite 3200, City: Des Moines, State: IA, Zip: 50309

6. Total number of applications and registrations involved: 14

7. Total fee (37 CFR 3.41) \$ 365.00 Enclosed [Please charge any underpayment or credit any overpayment to Deposit Account #26-0084] 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.

06/01/1999 MTHA11 00000085 2034003

01 FC:481 Edmund J. Sease 40.00 OP 02 FC:482 325.00 OP Name of Person Signing

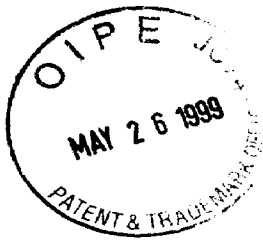
Signature

May 24, 1999 Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to: Commissioner of Patents & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK REEL: 001904 FRAME: 0268



**CONTINUATION OF RECORDATION FORM COVER SHEET  
TRADEMARKS**

ASSIGNED FROM: Preferred Risk Mutual Insurance Company  
ASSIGNED TO: GuideOne Mutual Insurance Company

**Continuation of Item 4A:**

Trademark Application No:

75/403,024

**Continuation of Item 4B:**

Trademark Registration Nos:

2,034,003  
1,475,272  
1,666,935  
1,602,767  
1,741,657  
2,042,956  
1,741,656  
1,741,655  
1,775,456  
2,233,842  
1,607,652  
1,561,313  
1,557,226

## ASSIGNMENT

WHEREAS, Preferred Risk Mutual Insurance Company, an Iowa corporation with a principal place of business of 1111 Ashworth Road, West Des Moines, Iowa 50265-3538, is the owner of the following service mark applications and registrations:

<u>Serial No.</u>	<u>Filed</u>	<u>Mark</u>
75/403,024	12/10/97	GOING FOR GREAT

<u>Reg. No.</u>	<u>Date</u>	<u>Mark</u>
2,034,003	1/28/97	CORNERSTONE PLUS
1,475,272	2/2/88	PR Design
1,666,935	12/3/91	PREFERRED
1,602,767	6/19/90	PREFERRED INSURANCE
1,741,657	12/22/92	PREFERRED RISK
2,042,956	3/11/97	PREFERRED RISK FINANCIAL, INC.
1,741,656	12/22/92	PREFERRED RISK GROUP
1,741,655	12/22/92	PREFERRED RISK LIFE
1,775,456	6/8/93	PREFERRED RISK MUTUAL
2,233,842	3/23/99	RESPONSIBLE CHOICE
1,607,652	7/24/90	STEWARDSHIP
1,561,313	10/17/89	THE CORNERSTONE
1,557,226	9/19/89	UP & Design

WHEREAS, GuideOne Mutual Insurance Company, an Iowa corporation, with a principal place of business at 1111 Ashworth Road, West Des Moines, Iowa 50265-3538, is desirous of acquiring the entire right, title and interest in and to said marks, together with the goodwill of the business pertaining to said marks;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Preferred Risk Mutual Insurance Company does hereby assign GuideOne Mutual Insurance Company all right, title and interest which Preferred Risk Mutual Insurance Company has heretofore enjoyed pertaining to said marks, together with the goodwill of the business pertaining to said marks, the same to be held and enjoyed by GuideOne Mutual Insurance Company, its successors and assigns, together

