

06-09-1999



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**COVER SHEET
S ONLY**

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

Record the attached original documents or copy thereof.

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

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

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

3. Nature of conveyance: **8 5-28-98**

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: Yes No
(Designations must be a separate document form assignment)
Additional name(s) & address(es) attached? Yes No

4 Application number(s) or registration number(s):
A. Trademark Application No.(s)
75/425,151 75/425,152 75/425,150

Additional numbers attached? Yes No

B. Trademark Registration No.(s)

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: 3

7. Total fee (37 CFR 3.41).....\$ 90.00
 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)

06/09/1999 HTMA11 00000148 75425151
01 FC:481 40.00 OP
02 FC:482 50.00 OP

DO NOT USE THIS SPACE

90E

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.

Edmund J. Sease  May 24, 1999
Name of Person Signing Signature Date

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

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

ASSIGNMENT

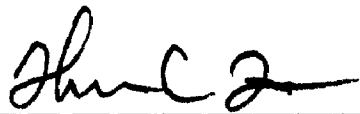
WHEREAS, Guidant Mutual Insurance Company, an Iowa corporation with a principal place of business of 1111 Ashworth Road, West Des Moines, Iowa 50265-3538, is the owner of the following trademark and service mark applications:

<u>Serial No.</u>	<u>Filed</u>	<u>Mark</u>
75/425,151	1/28/98	GUIDELINE
75/425,152	1/28/98	GUIDELINK
75/425,150	1/28/98	VALUING CUSTOMERS AS PARTNERS

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, Guidant Mutual Insurance Company does hereby assign GuideOne Mutual Insurance Company all right, title and interest which Guidant 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 with the right to sue for and collect for all claims for damages by reason of past infringement of said marks and the registrations thereof.

Guidant Mutual Insurance Company

By 

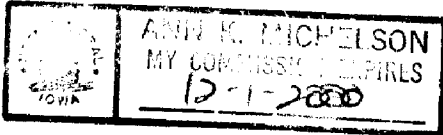
Thomas C. Farr
Corporate Secretary and General Counsel

STATE OF IOWA)
) ss
COUNTY OF POLK)

On this 19th day of May, 1999, before me, the undersigned, a Notary Public in and for the State of Iowa, personally appeared Thomas C. Farr, to me personally known, who being by me duly sworn, did say that he is the Corporate Secretary and General Counsel of Guidant Mutual Insurance Company; that said above and foregoing instrument was signed on behalf of said corporation by authority of its Board of Directors and that said Thomas C. Farr, as such officer, acknowledged the execution of said instrument to be the voluntary act and deed of said corporation, by it and by him voluntarily executed.



Notary Public in and for the State of Iowa



Commission Expires: 12-1-2000