FORM PTO-1618A Expires 06/30/99

OMB 0651-0027

10-14-1999



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(MIRI) 14.17.39 **RECORDATION FORM COVER SHEET**

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Conveying Party	Mark if additional names of conveying parties attached Execution Date Month Day Year			
Name Principal Life Insurance Co	ompany 09 29 99			
Formerly Principal Mutual Life Insurance Company				
Individual General Partnership	Limited Partnership Corporation Association			
Other				
X Citizenship/State of Incorporation/Organization Iowa				
eceiving Party	Mark if additional names of receiving parties attached			
Name Principal Financial Group,	, Inc.			
DBA/AKA/TA				
Composed of				
ddress (line 1) 711 High Street				
ddress (line 2)				
ddress (line 3) Des Moines	Iowa 50392-0300			
Individual General Partnership	State/Country Zip Code Limited Partnership If document to be recorded is an			
Corporation Association	assignment and the receiving party is not domiciled in the United States, an appointment of a domestic			
Other	representative should be attached. (Designation must be a separate document from Assignment.)			
Citizenship/State of Incorporation/Organizati				
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U.S. Department of Commerce Patent and Trademark Office

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Name	Melissa J. Lee, Esc			
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	payment by deposit account or if add	litional fees can be charged to the account.) Deposit Account Number:	# 50-0640	
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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. Charges to deposit account are authorized, as indicated herein.				
Me l	issa J. Lee	M. Q. O. S.	1017199	
Name	of Person Signing	Signature	Date Signed	

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ASSIGNMENT

WHEREAS, PRINCIPAL LIFE INSURANCE COMPANY, f/k/a Principal Mutual Life Insurance Company, an Iowa corporation located and doing business at 711 High Street, Des Moines, Iowa 50392-0300 ("Assignor"), is the sole and exclusive owner of the service mark PRINCIPAL CHOICE, Trademark Application Serial No. 75/366,365 in the U.S. Patent and Trademark Office (hereinafter "the Mark"); and

WHEREAS, PRINCIPAL FINANCIAL GROUP, INC., an Iowa corporation located and doing business at 711 High Street, Des Moines, Iowa 50392-0300 ("Assignee") desires to acquire the entire right, title and interest in, to and under the Mark:

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee all right, title and interest in, to and under the Mark, together with the goodwill of the business symbolized by the Mark, together with all rights and privileges granted and secured thereby.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment by its proper officer thereunto duly authorized.

PRINCIPAL LIFE INSURANCE COMPANY

Name: Grogg R. Narber

Title: Senior Vice President & General Counsel

Dated: 9-29-99State of 3-29-99County of 3-29-99SS:

RECORDED: 10/12/1999

On this 29 day of September, 1999, before me appeared Greag R. Nurber, the person who signed this instrument, who acknowledged that he or she signed it as a free act on behalf of PRINCIPAL LIFE INSURANCE COMPANY.

Notary Public

My commission expires:

JEAN M. KOSS
MY COMMISS ON EXPIRES
May 18, 2000

44200-047-assign.001

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