

07-06-2000

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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

To the Honorable Commissioner of Pat.

101396200

original documents or copy thereof.

1. Name of conveying party(ies):
The GuideOne Financial Group, Inc.
 ID: 07
 CORPORATION

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

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

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 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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: May 26, 2000

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
 B. Trademark Registration No.(s)
2,339,189

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, Suite 3200

 City: Des Moines State: IA Zip: 50309-2721

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00
 Enclosed [Please charge any deficiency or credit any overpayment to Deposit Account No. 26-0084]
 Authorized to be charged to deposit account


8. Deposit account number:

 (Attach duplicate copy of this page if paying by deposit account)

07/05/2000 BCDATES 00000112 2339189
 01 FC-481 40.00

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.

Edmund J. Sease  May 31, 2000
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 2

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

TRADEMARK
REEL: 002096 FRAME: 0255

ASSIGNMENT

WHEREAS, GuideOne Financial Group, Inc., an Iowa corporation with an address of 1111 Ashworth Road, West Des Moines, Iowa 50265-3538 is the owner of Service Mark Registration No. 2,339,189 dated April 4, 2000, on the mark GUIDEONE; and

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

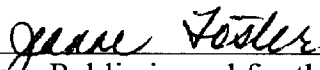
NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said GuideOne Financial Group, Inc. does hereby assign unto GuideOne Mutual Insurance Company all right, title and interest which GuideOne Financial Group, Inc. has heretofore enjoyed pertaining to said mark, together with the goodwill of the business pertaining to said mark and the registration thereof No. 2,339,189, 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 mark and the registration thereof.

GuideOne Financial Group, Inc.

By 
Thomas C. Farr, Senior Vice President,
General Counsel & Corporate Secretary

STATE OF IOWA)
) ss
COUNTY OF POLK)

On this 26 day of May, 2000, before me, the undersigned, a Notary Public in and for the state, personally appeared THOMAS C. FARR, to me personally known, who being by me duly sworn, did say that he is the Senior Vice President, General Counsel & Corporate Secretary of GuideOne Financial Group, Inc.; that said above and foregoing instrument was signed on behalf of said corporation by authority of its Board of Directors and that the 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 2-18-2002