

09-15-2000



SHEET

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

To the Honorable Commissioner of I

101457948

ed original documents or copy thereof.

1. Name of conveying party(ies):

GuideOne Elite Insurance Company

*M 10*  
*8.21.00*

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)
- General Partnership
- Corporation-State of Iowa
- Other \_\_\_\_\_

- Association
- Limited Partnership

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

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: August 8, 2000

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)

B. Trademark Registration No.(s)

1,642,986

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:

1

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

- 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.

Edmund J. Sease

Name of Person Signing

Signature

August 17, 2000

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

7/14/2000 JJALLAH2 00000092 1642986

FC:481

40.00 DP

TRADEMARK  
REEL: 002136 FRAME: 0402

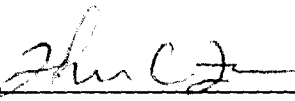
ASSIGNMENT

WHEREAS, GUIDEONE ELITE INSURANCE COMPANY, an Iowa corporation with an address of 1111 Ashworth Road, West Des Moines, Iowa 50265-3538, is the owner of Service Mark Registration No. 1,642,986, dated April 30, 1991 on the mark PREFERRED ABSTAINERS, 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;

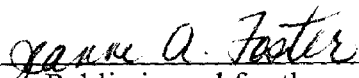
NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said GUIDEONE ELITE INSURANCE COMPANY does hereby assign unto GUIDEONE MUTUAL INSURANCE COMPANY all right, title and interest which GUIDEONE ELITE INSURANCE COMPANY has heretofore enjoyed pertaining to said mark, together with the goodwill of the business pertaining to said mark and the registration thereof No. 1,642,986, 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 ELITE INSURANCE COMPANY

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

STATE OF IOWA    )  
                          ) ss  
COUNTY OF POLK )

On this 8<sup>th</sup> day of August, 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 VP, General Counsel & Corporate Secretary of GUIDEONE ELITE INSURANCE COMPANY; 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