

11-16-2000

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HEET

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TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New 8.25.00
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKATA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
City State/Country Zip Code

- Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

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Mail documents to be recorded with required cover sheet(s) information to:
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Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

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. Charges to deposit account are authorized, as indicated herein.

Melissa J. Lee

3/22/00

Name of Person Signing

Signature

Date Signed

ASSIGNMENT

WHEREAS, Assignor PRINCIPAL LIFE INSURANCE COMPANY, formerly known as PRINCIPAL MUTUAL LIFE INSURANCE COMPANY, an Iowa Corporation, located at 711 High Street, Des Moines, Iowa, U.S.A. 50392-0300, has adopted and is using the trademark PLAN AHEAD. GET AHEAD., and owns Registration No. 2,228,382, registered with the U.S. Patent and Trademark Office on March 2, 1999 (hereinafter "the Mark");

WHEREAS, Assignee PRINCIPAL FINANCIAL GROUP, INC., an Iowa Corporation, also located at 711 High Street, Des Moines, Iowa, U.S.A. 50392-0300 desires to acquire the Mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor PRINCIPAL LIFE INSURANCE COMPANY hereby sells, assigns and transfers to Assignee PRINCIPAL FINANCIAL GROUP, INC. all right, title and interest in and to the Mark and the registration thereof, together with the goodwill of the business symbolized by the Mark and the registration thereof.

PRINCIPAL LIFE INSURANCE COMPANY

By: *Amy J. Mills*

Name: Amy Mills

Title: Counsel

Dated: 2/16/00

NOTARIAL ACKNOWLEDGEMENT

City of Des Moines)
County of Polk) SS:
State of Iowa, U.S.A.)

On February 14, 2000, before me appeared Amy J. Mills, personally known to me to be the person whose name is subscribed above, having been fully authorized to execute this document on behalf of PRINCIPAL LIFE INSURANCE COMPANY.

Notarial Seal

Jean M. Koss
NOTARY PUBLIC

Dated: 2/14/00

