

ASSIGNMENT OF TRADEMARKS/SERVICE MARKS FROM CREDITHRIFT
FINANCIAL MANAGEMENT CORPORATION
DBA ADPLAN V. ASSOCIATION CORPORATION
TO AMERICAN INTERNATIONAL GROUP, INC.

WHEREAS, Credithrift Financial Management Corporation dba AdPlan V. Association Corporation (hereinafter "Assignor"), an Indiana corporation, having its principal place of business at 601 N.W. Second Street, Evansville, Indiana 47708, has adopted, used and is the owner of the trademarks and/or service marks as shown on Schedule A hereto (hereinafter, the "Marks");

WHEREAS, American International Group, Inc. (hereinafter "Assignee"), a Delaware corporation, having its principal place of business at 70 Pine Street, New York, New York 10270, is desirous of acquiring the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks and any applications and registrations therefor, and including all common-law and other rights in the Marks, all claims, demands and causes of action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of the Marks and any applications and registrations therefor prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment *nunc pro tunc* to take effect on August 29, 2001.

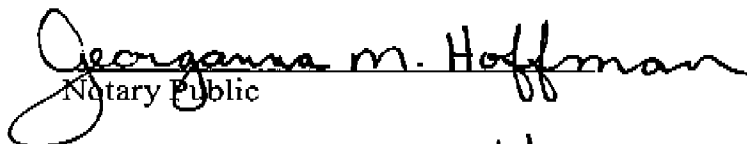
AMERICAN GENERAL FINANCE MANAGEMENT CORPORATION,
Formerly CREDITHRIFT FINANCIAL MANAGEMENT CORPORATION
DBA ADPLAN V. ASSOCIATION CORPORATION



Timothy M. Hayes
Senior Vice President, General Counsel and Secretary

State of Indiana)
)SS:
County of Vanderburgh)

On this 6th day of Nov., 2001, before me, a Notary Public in and for ^{Warrick} ~~said~~ county, appeared Timothy M. Hayes, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that she signed and delivered the document as her free and voluntary act for the uses and purposes therein set forth.


Notary Public

My commission expires: 10/6/07



SCHEDULE A

CREDITHRIFT FINANCIAL MANAGEMENT CORPORATION
DBA ADPLAN V. ASSOCIATION CORPORATION

ADPLAN ASSOCIATES	868,273	4/15/69
CREDITHRIFT OF AMERICA AND DESIGN	813,187	8/16/66
CREDITWAY OF AMERICA	839,745	11/28/67
DIAMOND IN CIRCLE DESIGN	823,780	2/7/67