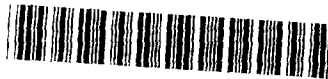


04-05-2002

Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)



U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

Tab settings

102045659

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Principal Iowa Newco., Inc.

3-18-02

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

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: October 24, 2001

2. Name and address of receiving party(ies)

Name: Principal Financial Services, Inc.

Internal

Address:

Street Address: 711 High Street

City: Des Moines State: IA Zip: 50392

- 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 from assignment) Additional name(s) & address(es) attached? Yes No

OFFICE OF THE COMMISSIONER OF PATENTS AND TRADEMARKS FINANCE SECTION

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) See attached Schedule A

B. Trademark Registration No.(s) See attached Schedule A

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Melissa J. Lee

Internal Address:

Street Address: c/o Neal & McDevitt 1603 Orrington Ave. Suite 2000

City: Evanston State: IL Zip: 60201

6. Total number of applications and registrations involved:

96

7. Total fee (37 CFR 3.41) \$ 2415.00

- Enclosed 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.

Melissa J Lee

Name of Person Signing

[Handwritten Signature]

Signature

3/6/02

Date

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

5

04/04/2002 DBYRNE 00000048 7621777

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

01 FC:481 02 FC:482

40.00 DP 2375.00 DP

SCHEDULE A  
Continuation of Item 4

Pending Applications:

MARK	SERIAL NO.
EMPLOYER FINANCIAL RESOURCE PROGRAM	76/217797
IMPACT401K	76/052136
MISCELLANEOUS DESIGN	75/290934
PRINCIPAL CAPITAL	75/532655
PRINCIPAL CAPITAL MANAGEMENT	75/532813
PRINCIPAL INCOME INVESTORS	75/941343
PRINCIPAL PROFESSIONAL LINK	76/329655
PRINCIPAL SPGIA QUOTE SYSTEM	76/064117
PROFESSIONAL PENSIONS	76/031044
WE UNDERSTAND WHAT YOU ARE WORKING FOR	76/029790
PLAN AHEAD. GET AHEAD.	75/613270
PPI	76/030911
PRINCIPAL NET LEASE INVESTORS	75/649679
PRINCIPAL PASSAGE INVESTMENT PROGRAM	76/039987
TAKE THE 1% CHALLENGE	76/074478
TRUSTAR	75/553582
PRINCIPAL CONNECTION	75/520536
PRINCIPAL FREEDOM	75/512336
PRINCIPAL PRODUCT NETWORK	75/900768

Federal Registrations:

MARK	SERIAL NO.	REGISTRATION NO.
AMERICA'S HEALTH PLAN	75/194839	2163388
AMERICA'S HEALTH PLAN AND DESIGN	74/438341	1847867
AMERICA'S MORTGAGE EXPERTS SINCE 1936	74/634750	2027993
AVION	75/077826	2062939
BANKERS LIFE, THE	72/321455	892222
BANKERS LIFE, THE AND DESIGN	72/304753	886500
BENEFIT EDGE QUARTERLY	74/560096	1974584
BENEFITWISE	75/048844	2060776
DELAWARECARE	75/163833	2166887
DI (STYLIZED)	73/486787	1328929

MARK	SERIAL NO.	REGISTRATION NO.
DI DISABILITY INCOME AND DESIGN	73/486797	1330053
DREAMS & PRIORITIES – TAKE CHARGE OF YOUR FINANCIAL FUTURE	74/632736	2055957
EXCLUSIVE HEALTH	74/560225	1983404
THE GOOD LIFE TIMES	75/323201	2186900
THE HEALTH EDGE	73/770492	1555065
HEALTH WATCH MEDICAL REVIEW SYSTEM	74/570476	1957284
INVISTA (BLOCK FORM)	73/699431	1501615
INVISTA AND DESIGN	73/699430	1501614
LIFETREK	74/209437	1997219
LOOKING AHEAD OF THE MARKET	73/769304	1563751
MAJORCARE	72/265486	847188
MED NETWORK (AND DESIGN)	74/573322	1952619
MED\$ELECT	75/312376	2242449
MED\$ENSE	73/479751	1320076
MISCELLANEOUS DESIGN	73/361231	1250011
MISCELLANEOUS DESIGN	72/335535	938270
MISCELLANEOUS DESIGN	72/335534	938269
MISCELLANEOUS DESIGN	72/335533	938268
MISCELLANEOUS DESIGN	73/746217	1534634
MISCELLANEOUS DESIGN	73/587911	1436673
MISCELLANEOUS DESIGN (MAZE W/WORDS)	73/361229	1289330
MONEY DOESN'T COME WITH INSTRUCTIONS	74/679429	1960508
THE MORE THINGS CHANGE THE MORE YOU CAN DEPEND ON US	73/530869	1363720
MUTUAL EDGE	75/205460	2087911
ONA EMPLOYEE BENEFITS (AND DESIGN)	75/027735	2043073
PENSION PATHWAYS	75/004435	2040013
PENSION PRESS	74/213631	1750096
PENSION PROVIDER	74/712745	2023301
PEP	73/492927	1456801
PERFORMANCE THAT COUNTS	74/067357	1652584
PERIS	75/340295	2250907
PLAN AHEAD. GET AHEAD.	75/428173	2228382
PLANNED EMPLOYEE PROGRAM	73/492945	1358663
PRENATAL PARTNERS	74/690343	1976642
PRINCALL	74/461092	1864932
PRINCARE (STYLIZED)	73/658588	1477066
PRINCHOICE	75/134760	2136280

MARK	SERIAL NO.	REGISTRATION NO.
PRINCIPAL (BLOCK FORM)	73/762861	1562541
THE PRINCIPAL ACCOUNT	73/538576	1427769
PRINCIPAL CHOICE	75/366365	2322817
THE PRINCIPAL EDGE	73/649716	1469375
THE PRINCIPAL FINANCIAL GROUP	73/557334	1508543
THE PRINCIPAL FINANCIAL GROUP	74/183920	1740172
THE PRINCIPAL FINANCIAL GROUP	73/658574	1502424
THE PRINCIPAL FINANCIAL GROUP AND DESIGN	74/183906	1698013
THE PRINCIPAL FINANCIAL GROUP AND DESIGN	73/560168	1531199
THE PRINCIPAL FINANCIAL GROUP AND DESIGN	73/557403	1530022
PRINCIPAL HEALTH CARE 65	75/055044	2177178
THE PRINCIPAL PLAN	73/766367	1561335
THE PRINCIPAL	74/209456	1740181
THE PRINCIPAL	73/557402	1508544
THE PRINCIPAL AND DESIGN	73/560349	1530023
THE PRINCIPAL AND DESIGN	73/557322	1508542
THE PRINCIPAL AND DESIGN	73/670157	1504246
PRINCOR	73/824123	1599875
PRINCOR AND DESIGN	73/587280	1435905
PRINFLEX LIFE	75/079089	2090076
PRINLOCK	74/670517	1965593
PRINMOR	75/048842	2022164
PRINPAC	74/718704	2021860
PROFIT CENTER (STYLIZED)	73/199154	1248295
RETIREMENT PROJECTION	75/149648	2181606
SAA SELECT ACCOUNT ANNUITY AND DESIGN	73/549439	1398812
TARGETED SUPPLIER PARTNERSHIP PROGRAM	75/121217	2177649
TARGETED SUPPLIER PARTNERSHIP PROGRAM MINORITY AND WOMEN BUSINESS DEVELOPMENT STRENGTH THROUGH NEW PARTNERSHIPS AND DESIGN	75/127975	2267998
TELETOUCH	74/460956	1859986
YOUR EDGE ON THE FUTURE	74/460969	1973992

October 26, 2001  
Corp. No.: 000252268  
Ref. No.: 348271

# IOWA

## SECRETARY OF STATE

PRINCIPAL FINANCIAL SERVICES, INC.  
ATTN CAROL LEVINE  
711 HIGH ST.  
DES MOINES IA 50392-1011

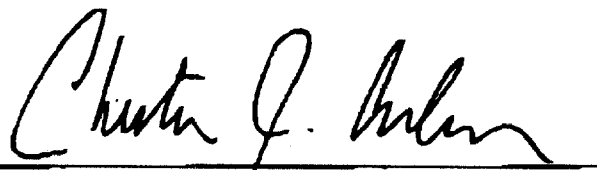
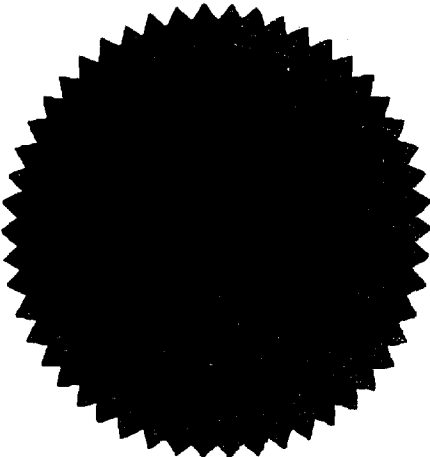
### CERTIFICATE OF EXISTENCE

Name PRINCIPAL FINANCIAL SERVICES, INC.  
Date 04/19/2001

I, CHESTER J. CULVER, secretary of the state of the state of Iowa, custodian of the records of incorporations, certify that the corporation named on this certificate is in existence and was duly incorporated under the laws of Iowa on the date printed above, with perpetual duration, that all fees required by the Iowa Business Corporation Act have been paid by the corporation, that the most recent biennial corporate report required by Iowa Code chapter 490 has been filed by the secretary of state, and that articles of dissolution have not been filed.

I further certify that according to the records in this office the above named corporation filed the following:

Date Filed	Documents
04/19/2001	articles of incorporation
10/24/2001	articles of merger, effective 10/26/2001, merging PRINCIPAL MUTUAL HOLDING COMPANY, PRINCIPAL FINANCIAL GROUP, INC. & PRINCIPAL FINANCIAL SERVICES, INC. (all Iowa corporations) into PRINCIPAL IOWA NEWCO., INC., an Iowa corporation, the survivor
10/24/2001	amendment, effective 10/26/2001, changing corporate name from PRINCIPAL IOWA NEWCO., INC. to PRINCIPAL FINANCIAL SERVICES, INC.



CHESTER J. CULVER SECRETARY OF STATE



TRADEMARK