

04-10-2002

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



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

102049163

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

1. Name of conveying party(ies): 3-29-02
Principal Life Insurance Company
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other _____
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Principal Financial Services, Inc.
Internal
Address: _____
Street Address: 711 High Street
City: Des Moines State: Iowa 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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____
Execution Date: March 5, 2002

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s)
2,360,553 2,398,198 2,386,173
2,323,145 2,325,399
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: 5
7. Total fee (37 CFR 3.41).....\$ 140.00
 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 [Signature] 03/19/02
Name of Person Signing Signature Date
Total number of pages including cover sheet, attachments, and document: 3

04/10/2002 LINELLER 00000018 2360553
01 FC:481 40.00 OP
02 FC:482 100.00 OP

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

TRADEMARK
REEL: 002479 FRAME: 0043

ASSIGNMENT

WHEREAS, PRINCIPAL LIFE INSURANCE COMPANY, an Iowa corporation, located at 711 High Street, Des Moines, Iowa (“Assignor”), has adopted, owns and is using the following trademarks for which Assignor owns the following identified federal registrations on the Principal Register of the United States Patent and Trademark Office for the goods and/or services identified therein (“the Marks”):

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
THE PRINCIPAL RETIREMENT SERVICE CENTER	2,360,553	June 20, 2000
PRINCOR PATH	2,398,198	October 24, 2000
PRINLINK	2,386,173	September 12, 2000
ENJOY THE FRUITS OF YOUR LABOR	2,323,145	February 29, 2000
LIVE AS YOU LIKE	2,325,399	March 7, 2000

; and

WHEREAS, PRINCIPAL FINANCIAL SERVICES, INC., An Iowa corporation, located at 711 High Street, Des Moines, Iowa (“Assignee”), desires to acquire the Marks and the above-referenced registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and

transfers to Assignee all right, title and interest in and to each of the Marks, together with the goodwill of the business symbolized by the Marks, and the registrations thereof.

PRINCIPAL LIFE INSURANCE
COMPANY

Date: 3-5-02

By: [Signature]
Name: Milo M. Vukelich
Title: Counsel

State of IOWA)
County of POLK) ss.

On this 5th day of March, 2002, before me appeared Milo M. Vukelich, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of PRINCIPAL LIFE INSURANCE COMPANY.

Melissa R. Dunagan
Notary Public

My commission expires:



44200.058.assign.001

March 19, 2002

ATTORNEY DOCKET NO.: 51119-011

Commissioner of Patent & Trademarks
BOX ASSIGNMENTS
Washington, DC 20231

RE: Recordation of Assignment

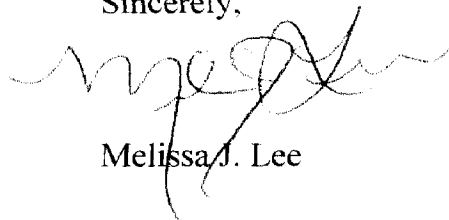
Dear Madam or Sir:

Enclosed please find the following on behalf of Principal Financial Services, Inc.:

1. Recordation Form Cover Sheet;
2. Assignment; and
3. Check in the amount of \$140.00.

If there are any additional fees associated with these filings, please debit Deposit Account No. 50-0640. An additional copy of this letter is enclosed for charging purposes if necessary.

Sincerely,



Melissa J. Lee

MJL/alw
Enclosures

March 19, 2002

ATTORNEY DOCKET NO.: 51119-011

Commissioner of Patent & Trademarks
BOX ASSIGNMENTS
Washington, DC 20231

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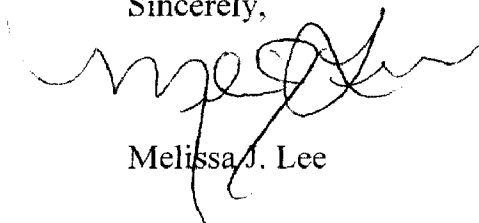
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Sincerely,



Melissa J. Lee

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