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04-17-2002

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)
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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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

1. Name of conveying party(ies):

American United Life Insurance Company

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

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

2. Name and address of receiving party(ies)

Name: **Golden West Financial Corporation**

Internal

Address: _____

Street Address: **1901 Harrison Street**

City: **Oakland** State: **CA** Zip: **94612**

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State **Delaware**
- 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) **1465836**

Additional number(s) attached Yes No

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

Name: **Steven M. Weinberg**

Internal Address: **Greenberg Traurig, LLP**

Street Address: **2375 East Camelback Road**

Suite 700

City: **Phoenix** State: **AZ** Zip: **85016**

6. Total number of applications and registrations involved: **1**

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

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

150184

DO NOT USE THIS SPACE

9. Signature.

Steven M. Weinberg

Name of Person Signing

Signature

3/22/02

Date

Total number of pages including cover sheet, attachments, and document: **3**

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

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01 FC:481 40.00 CH

TRADEMARK
REEL: 002485 FRAME: 0420

Assignment of Service Mark and Registration

Agreement between AMERICAN UNITED LIFE INSURANCE COMPANY, with offices at P.O. Box 368, One American Square, Indianapolis, IN 46206 ("Assignor") and GOLDEN WEST FINANCIAL CORPORATION, with offices at 1901 Harrison Street Oakland, CA 94612 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the service mark EQUITY BUILDER, the federal registration of the mark, namely Registration Number 1465836, registered November 17, 1987, and the good will associated therewith (the "Mark").

WHEREAS, Assignee desires to acquire all of Assignor's rights in the Mark, and Assignor is willing to assign all of such rights to Assignee.

NOW, THEREFORE, for good and valuable consideration, receipt of which hereby is acknowledged, Assignor hereby irrevocably assigns to Assignee all of its right, title and interest in and to the service mark EQUITY BUILDER, the federal registration of the mark, namely Registration Number 1465836, registered November 17, 1987, and the good will associated therewith.

AMERICAN UNITED LIFE INSURANCE COMPANY

By William R. Brown
Name: William R. Brown
Title: GENERAL COUNSEL & SECRETARY
Date: 3/5/02

Sworn to before me
this 5th day of March, 2002

Rita M. Gentry
Notary Public

**RITA M GENTRY
NOTARY PUBLIC STATE OF INDIANA
MARION COUNTY
MY COMMISSION EXP. MAY 25, 2009**