

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Nationwide Mutual Insurance Company		10/02/2003	CORPORATION:
Nationwide Mutual Insurance Company		10/02/2003	CORPORATION:

RECEIVING PARTY DATA	
Name:	Nationwide Advantage Mortgage Company
Street Address:	4546 Corporate Drive
City:	West Des Moines
State/Country:	IOWA
Postal Code:	50266
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2761518	SPEED. SIMPLICITY. SAVINGS.

CORRESPONDENCE DATA	
Fax Number:	(614)677-2621
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	614-249-7150
Email:	yarbroh1@nationwide.com
Correspondent Name:	HEATHER A. YARBROUGH, ESQ.
Address Line 1:	One Nationwide Plaza
Address Line 2:	1-07-14
Address Line 4:	Columbus, OHIO 43215-2220

ATTORNEY DOCKET NUMBER:	248US1
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NAME OF SUBMITTER:	Tina Riley
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Total Attachments: 2

900002339

**TRADEMARK
 REEL: 002727 FRAME: 0884**

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TRADEMARK ASSIGNMENT

WHEREAS, NATIONWIDE MUTUAL INSURANCE COMPANY, an Ohio corporation, having a place of business at One Nationwide Plaza, Columbus, Ohio 43215 (hereinafter "Assignor"), owns and has adopted the trademark listed in the Schedule attached hereto;

WHEREAS, NATIONWIDE ADVANTAGE MORTGAGE COMPANY, an Iowa corporation, having a place of business at 4546 Corporate Drive, Suite 100, West Des Moines, Iowa 50266 (hereinafter "Assignee") is desirous of acquiring all right, title and interest to said trademark, the common law rights associated therewith and the registration and application therefor, in the United States, and all of the goodwill of the business associated with the use of and symbolized by said trademark;

NOW, THEREFORE, for \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and convey to Assignee, its successors and assigns, the entire right, title and interest in its trademark listed in the Schedule attached hereto, the common law rights associated therewith and the registration and application therefor, in the United States, and all of the goodwill of the business associated with the use of and symbolized by said trademark together with all claims for damages by reason of past, present, and future infringement of the rights assigned under this Trademark Assignment, with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns, and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this transfer to Assignee had not been made.

For the above consideration, Assignor agrees promptly upon request of Assignee, its successors or assigns, to execute and deliver without further compensation, any additional papers which may be necessary or desirable to fully secure to Assignee, its successors and assigns, the trademark assigned under this Trademark Assignment and any rights therein, in the United States.

IN WITNESS WHEREOF, Assignor, by its duly authorized officer, does hereby set its hand and seal effective as of this 2 day of October, 2003.

NATIONWIDE MUTUAL INSURANCE COMPANY

By: Sandra L. Neely
Name: Sandra L. Neely
Title: Vice President, Associate General Counsel

SCHEDULE
TO
TRADEMARK ASSIGNMENT

TRADEMARK	SERIAL NO.	FILING DATE	REGISTRATION NO.	REGISTRATION DATE
SPEED. SIMPLICITY. SAVINGS.	76/467,422	November 15, 2002	2,761,518	September 9, 2003