

06-12-2003

Form PTO-1594
(Rev. 10/02)

6-9-03 REC T



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

OMB No. 0651-0027 (exp. 6/30/2005)

102471073

Tab settings

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

1. Name of conveying party(ies):

Principal Life Insurance Company

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

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 6/2/03

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

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

A. Trademark Application No.(s) 75/323,202

B. Trademark Registration No.(s)

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:

1

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

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.

Melissa J. Lee
Name of Person Signing

Melissa J. Lee
Signature

6/4/03
Date

Total number of pages including cover sheet, attachments, and document: 2

FINANCE SECTION
JUN 11 2 07 PM '03

06/11/03 LINEAR 0000001 7532202

01 FC0025

46.00 00

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

TRADEMARK
REEL: 002750 FRAME: 0612


ASSIGNMENT

WHEREAS, PRINCIPAL LIFE INSURANCE COMPANY, an Iowa corporation, located at 711 High Street, Des Moines, Iowa (“Assignor”), is the owner of the mark PRINCIPAL BANK for services in the field of retail commercial banking services (“the Mark”) and has filed a trademark application, Serial Number 75/323,202, for registration of PRINCIPAL BANK for “retail commercial banking services, namely, checking, savings, money market, credit cards, certificates of deposit, mortgage loans, commercial real estate lending, exercise of trust powers and corporate banking services”;

WHEREAS, PRINCIPAL FINANCIAL SERVICES, INC., an Iowa corporation, located at 711 High Street, Des Moines, Iowa (“Assignee”), desires to acquire the Mark and the application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the application therefor.

PRINCIPAL LIFE INSURANCE
COMPANY

By: 
Name: Milo M. Vukelich
Title: Counsel

Date: June 2, 2003

State of Iowa)
) ss.
County of Polk)

On this 2nd day of June, 2003, before me appeared Milo 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

