

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American Financial Corporation		12/03/2003	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	American Financial Group, Inc.		
Street Address:	One East Fourth Street		
Internal Address:	900 Provident Tower		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45202		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1390236	AMERICAN FINANCIAL CORPORATION	
CORRESPONDENCE DATA			
Fax Number:	(513)579-6457		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	513-579-6959		
Email:	phogan@kmlaw.com		
Correspondent Name:	Patricia B. Hogan		
Address Line 1:	One East Fourth Street		
Address Line 2:	14th Floor		
Address Line 4:	Cincinnati, OHIO 45202		
ATTORNEY DOCKET NUMBER:	AM4170TM0002		
NAME OF SUBMITTER:	Patricia B. Hogan		
Total Attachments: 1 source=assignmentAFC#page1.tif			

OP \$40.00 1390236

ASSIGNMENT OF A TRADEMARK

WHEREAS, American Financial Corporation
(Name of Assignor)

of One East Fourth Street, Cincinnati, Ohio, 45202
(Address)

has adopted, used and is using a Trademark which is registered
No. 1390236; dated April 15, 1986, and

WHEREAS, American Financial Group, Inc.
(Name of Assignee)

of One East Fourth Street, Cincinnati, Ohio, 45202
(Address)

is desirous of acquiring said registered trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt of
which is hereby acknowledged, said American Financial Corporation
(Assignor)

does hereby assign to the said American Financial Group, Inc.
(Assignee)

right, title, and interest in and to the trademark and the
goodwill of the business symbolized thereby.

James C. Kennedy
James C. Kennedy
Vice President

State of Ohio

County of Hamilton SS:

On this 3rd day of December, 2003, before me appeared James Kennedy,
the person who signed this instrument, who acknowledged that he/she
signed it as a free act on his/her own behalf (or on behalf of the identified corporation or other
juristic entity with authority to do so.

Patricia B. Hogan
(Signature of Notary Public)

1179575.1

PATRICIA B. HOGAN, Attorney at Law
Notary Public State of Ohio
My Commission Has No Expiration
Date, Section 147.03 O. R. C.