

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
American Skandia, Inc.		02/25/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	The Prudential Insurance Company of America.
Street Address:	751 Broad Street
City:	Newark
State/Country:	NEW JERSEY
Postal Code:	07102
Entity Type:	CORPORATION: NEW JERSEY

PROPERTY NUMBERS Total: 5		
Property Type	Number	Word Mark
Registration Number:	2702645	THERE'S NO BETTER PRESENT THAN THE FUTURE
Serial Number:	78162762	ADVISORS RESOURCE
Serial Number:	78177841	INVESTOR'S RESOURCE
Serial Number:	78177835	MANAGED ALPHA
Serial Number:	78076183	PLUS40

CORRESPONDENCE DATA	
Fax Number:	(973)367-7121
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	973-803-3057
Email:	sue.nam@prudential.com
Correspondent Name:	Sue J. Nam, Esq.
Address Line 1:	751 Broad Street
Address Line 2:	21st Floor
Address Line 4:	Newark, NEW JERSEY 07102

NAME OF SUBMITTER:	Henry Kwong
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Total Attachments: 3

CH \$140.00 2702645

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Assignment of Trademarks

WHEREAS, American Skandia, Inc., a corporation organized under the laws of the State of Delaware having a place of business at 1 Corporate Drive, P.O. Box 883, Shelton, Connecticut 06484 ("ASI" or "Assignor") is the owner of the marks identified on Schedule 1 (collectively, the "Trademarks");

WHEREAS, The Prudential Insurance Company of America, a corporation organized under the laws of the State of New Jersey having a place of business at 751 Broad Street, Newark, New Jersey 07102 ("Prudential" or "Assignee"), is desirous of acquiring said Trademarks and the registrations and/or applications to register thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASI does hereby assign and transfer to Prudential all right, title and interest in and to the Trademarks, together with the goodwill of the business connected with the use of and symbolized by the marks, the portion of the business to which said marks pertain, the identified registrations and/or applications to register thereof, all common law rights in said marks, the right to sue and recover for all damages for past and future infringements of ASI's rights in the marks, and the right to bring any proceeding in the United States Patent and Trademark Office or any equivalent agency in any other country for cancellation, opposition or other proceeding in connection with said marks. This right, title and interest is to be held and enjoyed by Prudential and Prudential's successors and assigns as fully and exclusively as it would have been held and enjoyed by ASI had this assignment not be made.

ASI further agrees that it will take, or cause to be taken, all such other and further action as may reasonably be required by Prudential in order to effect the assignment contemplated hereby.

[SIGNATURE APPEARS ON THE FOLLOWING PAGE]

American Skandia, Inc.

By: *William J. Marsh*
Name: William J. Marsh
Title: Executive Vice President

Date: February 25, 2004

State of Connecticut)
)
County of Fairfield) ss. Shelton

On this 25th day of ^{February 2004} ~~November, 2003~~, before me appeared ^{William J. Marsh} ~~Timothy~~
~~Harris~~, the person who signed this instrument, who acknowledged that he signed
it as a free act on behalf of the identified corporation with authority to do so.

Kathleen A. Chapman

**KATHLEEN A. CHAPMAN
NOTARY PUBLIC
MY COMMISSION EXPIRES OCT. 31, 2005**

Schedule 1: Trademarks and Service Marks

Mark	Registration No.	Application No.
ADVISOR'S RESOURCE		78/162762
INVESTOR'S RESOURCE		78/177841
MANAGED ALPHA		78/177835
PLUS40		78/076183
THERE'S NO BETTER PRESENT THAN THE FUTURE	2,702,645	