

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
Wisconsin Power and Light Company		03/09/2004	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Alliant Energy Corporation		
Street Address:	4902 N. Biltmore Lane		
Internal Address:	P.O. Box 77007		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53707		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2142178	ENERGY COUNTS	
CORRESPONDENCE DATA			
Fax Number:	(414)223-5000		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	ptomailbox@whdlaw.com		
Correspondent Name:	Whyte Hirschboeck Dudek S.C.		
Address Line 1:	555 East Wisconsin Avenue		
Address Line 2:	Suite 1900		
Address Line 4:	Milwaukee, WISCONSIN 53202-3819		
ATTORNEY DOCKET NUMBER:	AE-31652		
NAME OF SUBMITTER:	Bernadette M. Jackson		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, Wisconsin Power and Light Company, a Wisconsin corporation ("Assignor"), is the owner of the trademark ENERGY COUNTS (the "Mark"), and the related U.S. Registration No. 2,142,178 (the "Registration"); and

WHEREAS, Alliant Energy Corporation, a Wisconsin corporation ("Assignee"), of 4902 N. Biltmore Lane, P. O. Box 77007, Madison, WI 53707-1007, is desirous of acquiring all right, title and interest in and to said Mark, the Registration thereof, and the common law rights therein.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to said Mark, the Registration, any resulting renewal registration thereof, and the common law rights therein, together with the good will of the business symbolized by said Mark, and in and to any and all causes of action, either in law or in equity, and the right to enforce any rights and to file any causes of action, including the right to recover damages, for any past, present or future infringement or misappropriation of said Mark, effective as of the date indicated below.

Dated this 9th day of March, 2004.

**WISCONSIN POWER AND LIGHT
COMPANY**

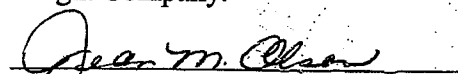
By:



F. J. Buri, Corporate Secretary

STATE OF WISCONSIN)
) SS
COUNTY OF DANE)

On this 9th day of March, 2004, before me, a notary public, in and for said County, personally appeared F. J. Buri, to me known to be the person described in and who executed the within instrument and acknowledged the same to be the free act and deed of Wisconsin Power and Light Company.


Notary Public, State of Wisconsin
My Commission Expires: 8-6-06