

## 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
Benefit Consultants, Inc.		03/15/2004	CORPORATION: WISCONSIN

## RECEIVING PARTY DATA

Name:	Principal Financial Services, Inc.
Street Address:	711 High Street
City:	Des Moines
State/Country:	IOWA
Postal Code:	50392
Entity Type:	CORPORATION: IOWA

## PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	2782064	PERLS
Registration Number:	2794870	

## CORRESPONDENCE DATA

Fax Number: (847)424-8320

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 847-424-8330

Email: pto@nealmcdevitt.com

Correspondent Name: Melissa J. Lee

Address Line 1: 1603 Orrington Ave., Suite 2000

Address Line 4: Evanston, ILLINOIS 60201

ATTORNEY DOCKET NUMBER:

44203-164/165

NAME OF SUBMITTER:

Melissa J. Lee

Total Attachments: 3

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REEL: 002814 FRAME: 0583

## ASSIGNMENT

WHEREAS, BENEFIT CONSULTANTS, INC., a Wisconsin corporation located at 1025 East South River Street, Appleton, Wisconsin ("Assignor"), has adopted, owns and is using the following marks for goods and services related to the administration of retirement programs: PERLS and the Miscellaneous Design Mark, an image of which is attached hereto as Exhibit A (collectively "the Marks");

WHEREAS, Assignor owns the following trademark registrations (collectively "the Registrations"):

<u>Mark</u>	<u>Filing Date</u>	<u>Reg. Date</u>	<u>Ser. No.</u>	<u>Reg. No.</u>	<u>Goods</u>
PERLS	12/24/2002	11/11/2003	78/197,714	2,782,064	computer program for determining employee stock ownership plan repurchase liability in International Class 09
Misc. Des.	12/24/2002	12/16/2003	78/197,712	2,794,870	computer program for determining employee stock ownership plan repurchase liability in International Class 09

WHEREAS, PRINCIPAL FINANCIAL SERVICES, INC., an Iowa corporation, located at 711 High Street, Des Moines, Iowa ("Assignee"), desires to acquire the Marks and the Registrations therefor;

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 Marks, together with the goodwill of the business symbolized by the Marks, and the Registrations thereof, *nunc pro tunc*, effective as of January 2, 2003.

Date: March 15, 2004

Benefit Consultants, Inc.

By: Patricia A. Barry

Name: PATRICIA A. BARRY

Title: ASSISTANT CORPORATE SECRETARY

BCI Group, LLC, f/k/a Benefit Consultants, Inc.

TRADEMARK

REEL: 002814 FRAME: 0585

## **EXHIBIT A**

1. Miscellaneous Design Mark, Trademark Reg. No. 2,794,870:

