

09-24-2003



Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

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

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

1. Name of conveying party(ies): 9-22-03 BH Columbia, Inc. [] Individual(s) [] Association [] General Partnership [] Limited Partnership [x] Corporation-State [] Other Additional name(s) of conveying party(ies) attached? [] Yes [x] No

2. Name and address of receiving party(ies) Name: Columbia Insurance Company Internal Address: Street Address: 3024 Harney Street City: Omaha State: NE Zip: 68131 [] Individual(s) citizenship [] Association [] General Partnership [] Limited Partnership [x] Corporation-State Nebraska [] 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

3. Nature of conveyance: [x] Assignment [] Merger [] Security Agreement [] Change of Name [] Other Execution Date: 09/10/2003

4. Application number(s) or registration number(s): A. Trademark Application No.(s) 76/464,211 Additional number(s) attached [] Yes [x] No

B. Trademark Registration No.(s)

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Thomas L. Holt Internal Address: Brinks Hofer Gilson & Lione Street Address: P.O. Box 10395 City: Chicago State: IL Zip: 60610

6. Total number of applications and registrations involved: 1 7. Total fee (37 CFR 3.41).....\$ 40.00 [x] Enclosed [] Authorized to be charged to deposit account 8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature. Thomas L. Holt Name of Person Signing [Signature] Signature 9/18/03 Date Total number of pages including cover sheet, attachments, and document: 2

09/24/2003 LMUELLER 00000059 76464211 Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

FC:8521 40.00 OP

SEP 22 PM 1:53 QPR/FINANCE

TRADEMARK REEL: 002830 FRAME: 0573

TRADEMARK ASSIGNMENT

WHEREAS, **BH COLUMBIA, INC.**, a corporation organized and existing under the laws of Nebraska ("BHC"), is the sole owner of record of the United States trademark **GOOD COMPANY** (Application Serial No. 76/464,211) ("the Trademark");

WHEREAS, **COLUMBIA INSURANCE COMPANY**, a corporation organized and existing under the laws of Nebraska ("Columbia"), desires to acquire the Trademark; and

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, BHC does hereby sell, assign, set over and transfer to Columbia the entire right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, and all income, royalties, damages, and payments now or hereafter due or payable in respect thereto, and in and to all causes of action (either in law or in equity) and the right to sue, counterclaim, and recover for past, present, or future infringement of the rights assigned to Columbia under this Assignment.

AND BHC hereby agrees to execute any papers and to perform such other proper acts as Columbia may deem reasonably necessary to secure to Columbia, or its successors or assigns, the rights hereby assigned,

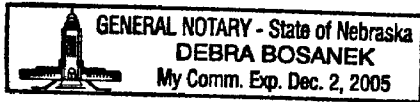
TO HAVE AND TO HOLD the same unto Columbia, its successors and assigns the Trademark, together with the goodwill of the business associated therewith, effective September 12, 2003.

BH COLUMBIA, INC.

By: Marc D Hamburg
Name: Marc D. Hamburg
Title: President

STATE OF NEBRASKA)
) ss.
COUNTY OF DOUGLAS)

On this 12th day of September, 2003, before me, a Notary Public in and for the County aforesaid, personally appeared **Marc D. Hamburg**, personally known to me and known to me to be the person whose name is subscribed to the foregoing instrument, who stated that he was the **President of BH COLUMBIA, INC.**, and that he had been duly authorized by the Board of Directors of said corporation to execute the foregoing instrument under said authority.



Debra Bosanek
Notary Public
12-2-05
My Commission Expires