



102607521

To the Honorable Commission of Patent

attached original documents or copy thereof.

1. Name of conveying party:  
American Re-Insurance Company

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporate - State: Delaware  
 Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes  No

11.20.03

2. Name and address of receiving party:  
Name: Becher + Carlson Risk Management, Inc.  
Internal Address: \_\_\_\_\_  
Street Address: 21700 Oxnard Street, Suite 1800  
City: Woodland Hills State: CA ZIP: 91367

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporate-State California  
 Other \_\_\_\_\_

3. Nature of conveyance:  
 Assignment                       Merger  
 Security Agreement               Change of Name  
 Other \_\_\_\_\_

Execution Date: November 7, 2003

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
 (Designation must be a separate document from assignment)  
 Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s) \_\_\_\_\_

B. Trademark Registration No.(s)  
2,380,283

Additional numbers attached?  Yes  No

OPR/FINANCE  
NOV 20 AM 7:19

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Jeffrey D. Parnass  
Internal Address: Fish & Neave  
Street Address: 1251 Avenue of the Americas  
City: New York State: NY ZIP: 10020

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
06-1075  
(Attach duplicate copy of this page if paying by deposit account)

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**01 FC:AS21                      40.00 DP**                      **DO NOT USE THIS SPACE**

9. Statement and signature.  
*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*

Jeffrey D. Parnass                      Jeffrey D Parnass                      11/18/03  
 Name of Person Signing                      Signature                      Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:  
 Commissioner of Patents & Trademarks, Box Assignments  
 Washington, D.C. 20231

SERVICE MARK ASSIGNMENT

WHEREAS, American Re-Insurance Company ("Assignor"), a Delaware corporation having its principal place of business at 555 College Road East, Princeton, NJ 08543-5241, is the owner of all right, title, and interest in and to the service mark THE BECHER + CARLSON COMPANIES, United States Registration No. 2,380,283 thereof, and the goodwill represented by said service mark;

WHEREAS, Becher + Carlson Risk Management, Inc., ("Assignee"), a California corporation having its principal place of business at 21700 Oxnard Street, Suite 1800, Woodland Hills, CA 91367, wishes to acquire the service mark THE BECHER + CARLSON COMPANIES, Registration No. 2,380,283 thereof, and the goodwill represented thereby;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the service mark THE BECHER + CARLSON COMPANIES, Registration 2,380,283 thereof, and the goodwill represented by said service mark, together with the right to sue for and to collect damages for past infringements of said service mark.

Dated: November 7, 2003

AMERICAN RE-INSURANCE COMPANY

By: 

Name: Raymond E. Cox  
Title: Vice President



**Recordation of Service Mark Assignment of Registration No. 2,380,283, of  
THE BECHER + CARLSON COMPANIES from  
American Re-Insurance Company to Becher + Carlson Risk Management, Inc.**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to:  
Assistant Commissioner of Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513 on the date which appears below:

Victoria Sprad  
Name

November 18, 2003  
Date of the Signature and Deposit