

02-09-2004

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



To the Honorable Commissioner c

102664521

... and unrecorded original documents or copy thereof.

1. Name of conveying party(ies):

Benefit Consultants, Inc.

2-5-04

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State
☐ Other _____

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

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: 1/27/04

2. Name and address of receiving party(ies)

Name: Principal Financial Services, Inc.

Internal

Address: _____

Street Address: 711 High Street

City: Des Moines State: IA Zip: 50392

- ☐ Individual(s) citizenship _____
☐ Association _____
☐ General Partnership _____
☐ Limited Partnership _____
☒ Corporation-State Iowa
☐ 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

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

A. Trademark Application No.(s) _____

B. Trademark Registration No.(s) 2,083,579

Additional number(s) attached ☐ Yes ☒ No

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

Name: Melissa J. Lee

Internal Address: _____

Street Address: c/o Neal & McDevitt
1603 Orrington Ave., Suite 2000

City: Evanston State: IL Zip: 60201

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: _____

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FEB 5 AM 7 20

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9. Signature.

Melissa J. Lee

Name of Person Signing

Signature

1/29/04

Date

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

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

TRADEMARK
REEL: 002909 FRAME: 0973

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 mark for goods and services related to the administration of retirement programs: ESOP BASICS GAME ("the Mark");

WHEREAS, Assignor owns the Federal Trademark Reg. No. 2,083,579 for ESOP BASICS GAME, registered on July 29, 1997, for "educational services, namely, conducting workshops in the field of employee stock ownership plans and business management" in International Class 42 ("the Registration");

WHEREAS, PRINCIPAL FINANCIAL SERVICES, INC., an Iowa corporation, located at 711 High Street, Des Moines, Iowa ("Assignee"), desires to acquire the Mark and the Registration 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 Mark, together with the goodwill of the business symbolized by the Mark, and the Registration thereof, *nunc pro tunc*, effective as of January 2, 2003.

Benefit Consultants, Inc.

Date: January 27, 2004

By: 
Name: Dennis Long
Title: Chief Executive Officer