

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GE Financial Assurance Holdings, Inc.		05/24/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Genworth Financial, Inc.
Street Address:	6620 West Broad Street
City:	Richmond
State/Country:	VIRGINIA
Postal Code:	23230
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 10		
Property Type	Number	Word Mark
Serial Number:	76347564	QUICK APP
Registration Number:	2652604	GENIUS
Registration Number:	2512617	BIG CASE
Serial Number:	76095646	TOTAL ACCESS
Registration Number:	2447241	AFFLUENT MARKET SERVICES GROUP
Registration Number:	2643414	SIMPLE SECURITY
Registration Number:	2316514	THE GIFT TO REMEMBER
Registration Number:	2622601	CUSTOM CHOICE
Registration Number:	2328218	YOUR LIFETIME FINANCIAL PARTNER
Registration Number:	2138213	CUSTOM CHOICE

CORRESPONDENCE DATA	
Fax Number:	(804)344-7999
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	804-788-8331

CH \$265.00 76347564

Email: HWITM@hunton.com
Correspondent Name: Stephen P. Demm
Address Line 1: 951 East Byrd Street
Address Line 2: Riverfront Plaza, East Tower
Address Line 4: Richmond, VIRGINIA 23219-4074

ATTORNEY DOCKET NUMBER:	59658.7
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NAME OF SUBMITTER:	Shannon Adkins
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Total Attachments: 4 source=Genworth Assignment Doc#page1.tif source=Genworth Assignment Doc#page2.tif source=Genworth Assignment Doc#page3.tif source=Genworth Assignment Doc#page4.tif
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment"), effective as of this 24th day of MAY, 2004 ("Effective Date"), is from GE FINANCIAL ASSURANCE HOLDINGS, INC., a corporation organized and existing under the laws of the State of Delaware ("Assignor"), to GENWORTH FINANCIAL, INC., a corporation organized and existing under the laws of the State of Delaware ("Assignee").

WHEREAS, Assignor is the owner of the trademarks, trademark applications and trademark registrations listed in the attached Schedule A (the "Assigned Trademarks").

WHEREAS, Assignee desires to acquire the Assigned Trademarks, and the goodwill of the business with which the Assigned Trademarks are used and which is symbolized by the Assigned Trademarks, and Assignor desires to assign the Assigned Trademarks and such goodwill to Assignee.


NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged:

1. Assignor does hereby sell, assign, transfer, convey and deliver unto the Assignee, its successors and assigns, its entire worldwide right, title and interest, whether statutory or common law rights, in and to the Assigned Trademarks and the registrations thereof **including**, without limitation, the right to any renewals and extensions that may be granted thereon, the right to prosecute any applications therefor, together with the goodwill of the business with which the Assigned Trademarks are used and which is symbolized by the Assigned Trademarks, the same to be held and enjoyed by Assignee for its own use and enjoyment and the use and enjoyment of its successors, assigns or other legal representatives, as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made, as assignee of its entire right, title and interest therein and in and to all income, royalties, damages and payments now or hereafter due or payable with respect thereto in and to all causes of action (either in law or in equity); together with the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment.
2. The sale, assignment and transfer set forth in paragraph 1 is subject to all licenses, options to acquire licenses or other rights granted to any third parties prior to the date of this Assignment.
3. This Assignment is binding upon, and inures to the benefit of, the parties and their respective legal representatives, successors and assigns.
4. Assignor hereby requests the U.S. Commissioner of Patents and Trademarks and/or the applicable foreign authorities to record this Assignment.

5. All questions concerning the construction, validity and interpretation of this Assignment and the performance of the obligation imposed by this Assignment shall be governed by the laws of the State of New York, regardless of the laws that might otherwise govern under applicable principles of conflict of laws.
6. Upon reasonable request by Assignee, Assignor will execute additional documents and take other action as may be necessary or desirable to record or memorialize the assignments of the Assigned Trademarks set forth herein, and to vest in Assignee such right, title, and interest in and to the Assigned Trademarks as granted to Assignee.

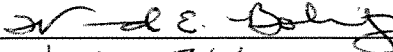
IN WITNESS WHEREOF, the parties hereto, through their authorized representatives, have caused this Assignment to be duly executed and delivered as of the Effective Date.

GE FINANCIAL ASSURANCE HOLDINGS, INC.

By:  POA

Name: *Bridget Ly Tobin*
Title: *Transactions and Finance Counsel*

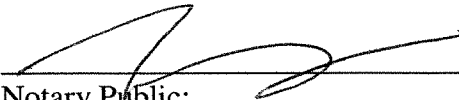
GENWORTH FINANCIAL, INC.

By: 

Name: *Ward E. Bobitz*
Title: *Vice President*

STATE OF New York)
) :ss
COUNTY OF New York)

The foregoing instrument was acknowledged before me this 24th day of MAY, 2004, by Briggs L. Tobin (attorney-in-fact) of GE FINANCIAL ASSURANCE HOLDINGS, INC., as his/her act and deed, and the free act and deed of GE Financial Assurance Holdings, Inc.




Notary Public:

My commission expires:

JOHN ELLSWORTH
Notary Public, State of New York
No. 01EL4995735
Qualified in New York County
Commission Expires June 6, 2006

STATE OF New York)
) :ss
COUNTY OF New York)

The foregoing instrument was acknowledged before me this 24th day of MAY, 2004, by WARD E. Bobitz of GENWORTH FINANCIAL, INC., as his/her act and deed, and the free act and deed of Genworth Financial, Inc.



Notary Public:

My commission expires:

JOHN ELLSWORTH
Notary Public, State of New York
No. 01EL4995735
Qualified in New York County
Commission Expires June 6, 2006

Schedule A

ASSIGNED TRADEMARKS

QUICK APP	U.S. App. Ser. No. 76-347,564
PROTECTION 1 ONE and Design	U.S. App. Ser. No. 76-286,633
GENIUS	U.S. Reg. No. 2,652,604
BIG CASE and Design	U.S. Reg. No. 2,512,617
BEYOND MONEY	U.S. App. Ser. No. 76-190,041
RETIREMENT INCOME ROADMAP	U.S. App. Ser. No. 76-160,353
TOTAL ACCESS	U.S. App. Ser. No. 76-095,646
FUND COMPANY SERVICES	U.S. App. Ser. No. 76-008,644
AFFLUENT MARKET SERVICES GROUP	U.S. Reg. No. 2,447,241
SAVVY INVESTOR	U.S. App. Ser. No. 75-937,210
CENTER FOR FINANCIAL LEARNING.COM and Design	U.S. App. Ser. No. 75-916,446
REPFINDER	U.S. App. Ser. No. 75-878,548
LIVING SECURITY	U.S. App. Ser. No. 75-866,505
SIMPLE SECURITY	U.S. Reg. No. 2,643,414
THE GIFT TO REMEMBER	U.S. Reg. No. 2,316,514
CUSTOM CHOICE	U.S. Reg. No. 2,622,601
YOUR LIFETIME FINANCIAL PARTNER	U.S. Reg. No. 2,328,218
CUSTOM CHOICE	U.S. Reg. No. 2,138,213
LIVING SECURITY	U.S. Reg. No. 689,253