

Form PTO-1594  
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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

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

Tab settings

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

1. Name of conveying party:

Transamerica Benefit Service, LLC

- Individual(s)
- General Partnership
- Corporation-Maryland (not for profit)
- Association
- Limited Partnership:
- Other: Ohio Limited Liability Company

Additional name(s) of conveying party(ies) attached?  yes  no

2. Name and address of receiving party(ies)

Name: Transamerica Corporation  
600 Montgomery Street  
San Francisco, CA 94111

- Individual(s) citizenship
- Association
- General partnership
- Limited Partnership
- Corporation - Delaware
- Other

3. Nature of conveyance:

- Assignment
- Security Agreement
- Merger
- Change of Name
- Other:

Execution Date: August 6, 2004

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 numbers:

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,455,897

Additional number(s) attached  yes  no

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

Name: Christopher Kelly

Internal Address

Street Address: Wiley Rein & Fielding, LLP

1776 K Street, N.W.

City: Washington

State DC

Zip 20006

6. Total number of applications and registrations involved:

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

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 501129

(Attached duplicate copy of this page if paying by deposit account)

9. Statement and Signature.

DO NOT USE THIS SPACE

To the best of my knowledge and belief, the ongoing information is true and correct and any attached copy is a true copy of the original document

Christopher Kelly  
Name of Person Signing

  
Signature

7/30/04  
Date

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

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

TRADEMARK

700119282

REEL: 002949 FRAME: 0682

CH \$40.00 501129 2455897

**ASSIGNMENT OF SERVICE MARK AND SERVICE MARK REGISTRATION**

WHEREAS, Transamerica Benefit Service, LLC, a limited liability company organized under the laws of the State of Ohio, located at 6864 Engle Road, Cleveland, Ohio 44130 (hereinafter "TBS") is the owner of the service mark TRANSAMERICA BENEFIT SERVICES as applied to "buying club services related to consumer products and not to industrial software or other industrial products" and Registration No. 2,455,887, issued by the United States Patent and Trademark Office May 29, 2001;

WHEREAS, Transamerica Corporation, a Delaware corporation, with offices located in the Transamerica Pyramid Building, 600 Montgomery Street, San Francisco, California 94111 ("TA"), is desirous of acquiring the above-identified service mark and service mark registration;

NOW, THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, TBS hereby sells, conveys and assigns unto TA all right, title and interest in and to the service mark TRANSAMERICA BENEFIT SERVICES, together with the goodwill of the business symbolized thereby and Registration No. 2,455,887 issued May 29, 2001.

This assignment shall be binding upon the parties and upon their heirs, stockholders, directors, principals, officers, successors, assigns, employees, subsidiaries, affiliates, agents and

representatives, including, but not limited to, the parties to this Agreement and all those in privity with them.

TRANSAMERICA BENEFIT SERVICE, LLC

By: Guenther

Title: Chairman

Date: 8/6/2004

County of Cuyahoga)  
): ss

State of Ohio)

Sworn and subscribed to

before me this 6<sup>th</sup> day of

August, 2004.

Patricia L. Soltesz

Notary Public

PATRICIA L. SOLTESZ

Notary Public State of Ohio

My Commission Expires My Commission Expires February 14, 2005

Recorded in Cuyahoga County

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