

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	01/01/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
American Century Services Corporation		12/30/2004	CORPORATION: MISSOURI

RECEIVING PARTY DATA

Name:	American Century Proprietary Holdings, Inc.
Street Address:	4500 Main Street
City:	Kansas City
State/Country:	MISSOURI
Postal Code:	64111
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 24

Property Type	Number	Word Mark
Registration Number:	938272	GIFTRUST
Registration Number:	1639962	PAY YOURSELF FIRST
Registration Number:	1952027	PRIORITY INVESTOR
Registration Number:	2002182	"THE BEST IS YET TO BE"
Registration Number:	2055129	THE GIFT OF A BRIGHT FUTURE
Registration Number:	2084652	AMERICAN CENTURY
Registration Number:	2149791	
Registration Number:	2178457	THE SERVICE CONNECTION
Registration Number:	2229691	INVESTOR PERSPECTIVE
Registration Number:	2231842	ULTRA
Registration Number:	2317119	FINANCIAL FYI
Registration Number:	2323585	AMERICAN CENTURY

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Registration Number:	2371225	PROPIN
Registration Number:	2412401	AMERICAN CENTURY BROKERAGE TELESELECT
Registration Number:	2461058	AMERICAN CENTURY PRIORITY INVESTOR
Registration Number:	2487180	LEARNING QUEST
Registration Number:	2489573	TIPS FOR KIDS
Registration Number:	2514027	VEEDOT
Registration Number:	2614037	WHAT DO YOU HAVE IN MIND?
Registration Number:	2860422	EMVEE
Registration Number:	2895447	LEARNINGQUEST
Serial Number:	78297102	TIPS FOR LIFE
Serial Number:	78319773	AMERICAN CENTURY
Serial Number:	78517785	ONE CHOICE PORTFOLIOS

CORRESPONDENCE DATA

Fax Number: (312)616-5700
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (312) 616-5600
Email: trademark@leydig.com
Correspondent Name: Lynn A. Sullivan
Address Line 1: Two Prudential Plaza, Suite 4900
Address Line 4: Chicago, ILLINOIS 60601

NAME OF SUBMITTER:	Lynn A. Sullivan
Signature:	/Lynn A. Sullivan/
Date:	01/10/2005

Total Attachments: 4
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TRADEMARK ASSIGNMENT

WHEREAS, American Century Services Corporation, a Missouri corporation, located at 4500 Main Street, Kansas City, Missouri 64111, has adopted, used, and is the owner of all right, title and interest in and to the marks and applications and registrations therefor listed on Schedule A, attached hereto and incorporated herein (hereafter, the "Marks"); and

WHEREAS, American Century Proprietary Holdings, Inc., a Delaware corporation, located at 4500 Main Street, Kansas City, Missouri 64111, is desirous of acquiring the entire right, title and interest in and to said Marks, applications and registrations;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, American Century Services Corporation does hereby assign and transfer unto American Century Proprietary Holdings, Inc., and its successors in interest, all right, title and interest in and to said Marks, applications and registrations, together with the goodwill of the business symbolized by said Marks and the applications and registrations therefor, and including all common-law and other rights in said Marks, all claims, demands and causes for action, both at law and in equity, that American Century Services Corporation may have, or may hereinafter acquire, on account of any infringement of said Marks prior to the date hereof, and does hereby empower American Century Proprietary Holdings, Inc., and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of American Century Services Corporation, does hereby execute this assignment. This Assignment is effective as of 12:03 am EST on the 1st day of January 2005.

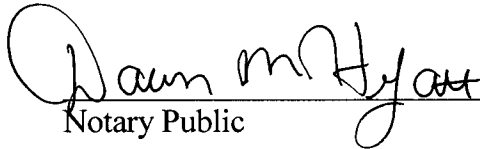
American Century Services Corporation

By: 

Name: Christopher E. Atteberry

Title: Vice President

On this 30th day of December 2004, before me, a Notary Public in and for said county, appeared the Assignor, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.


Notary Public

My Commission Expires:

**Dawn M. Hyatt, Notary Public
Clay County, State of Missouri
My Commission Expires 05/05/07**

TRADEMARK

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SCHEDULE A (Page 1)

U. S. Trademark Registrations

<u>Trademark</u>	<u>Registration Number</u>
Giftrust	0,938,272
Pay Yourself First	1,639,962
Priority Investor	1,952,027
The Best Is Yet To Be	2,002,182
The Gift of a Bright Future	2,055,129
American Century	2,084,652
Tree design	2,149,791
The Service Connection	2,178,457
Investor Perspective	2,229,691
Ultra	2,231,842
Financial FYI	2,317,119
American Century w/tree design	2,323,585
Propin	2,371,225
American Century Brokerage Teleselect	2,412,401
American Century Priority Investor	2,461,058
Learning Quest	2,487,180
Tips for Kids	2,489,573
Veedot	2,514,027
What Do You Have in Mind?	2,614,037
Emvee	2,860,422
Learning Quest w/diploma-ribbon	2,895,447

SCHEDULE A (Page 2)

U. S. Trademark Applications

<u>Trademark</u>	<u>Serial Number</u>
TIPS FOR LIFE	78/297,102
AMERICAN CENTURY	78/319,773
ONE CHOICE PORTFOLIOS	78/517,785

Common Law Trademarks

Trademark

A Part of Your Future
American Century Brokerage Access Account
American Century Brokerage Fundchoice Service
American Century Investments
How Much Should You Save for College?
Investing with a Purpose: Your Guide to Diversified Investment Strategies
My Retirement Portfolios
Priority Perspective
Retirement Perspective
Supporting Your Efforts
Vista