

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Farmers Group, Inc.		12/07/2004	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	Farmers Insurance Exchange		
Street Address:	4680 Wilshire Boulevard		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90010		
Entity Type:	Inter-insurance exchange: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2743459	HELPPPOINT	
CORRESPONDENCE DATA			
Fax Number:	(202)857-6395		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202/857-6000		
Email:	mccann.kathleen@arentfox.com		
Correspondent Name:	Sheldon H. Klein		
Address Line 1:	Arent Fox PLLC		
Address Line 2:	1050 Connecticut Avenue, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
NAME OF SUBMITTER:	Kathleen C. McCann		
Signature:	/Kathleen C. McCann/		
Date:	02/11/2005		

OP \$40.00 2743459

Total Attachments: 1

900019557

**TRADEMARK
 REEL: 003027 FRAME: 0600**

SERVICE MARK ASSIGNMENT

WHEREAS, Farmers Group, Inc., a Nevada corporation, having its principal place of business at 4680 Wilshire Boulevard, Los Angeles, California 90010 (hereinafter "Assignor"), has adopted, used and is using the service mark HELPPPOINT; has registered said mark in the United States Patent and Trademark Office under Reg. No. 2,743,459; and is the sole owner of the entire right, title and interest in and to said service mark and the registration therefor, together with the good will of the business symbolized by said service mark; and

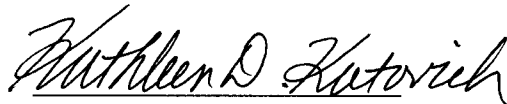
WHEREAS, Farmers Insurance Exchange, a California inter-insurance exchange, having its principal place of business at 4680 Wilshire Boulevard, Los Angeles, California 90010 (hereinafter "Assignee"), desires to acquire the entire right, title and interest in and to said service mark, together with the good will of the business symbolized thereby.

NOW, THEREFORE, for and in consideration of the sum of Ten Dollars (\$10.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer to said Assignee, and its successors and assigns, the entire right, title and interest in and to said service mark, together with the good will of the business symbolized thereby and United States Service Mark Reg. No. 2,743,459, and together with all rights of action accrued and to accrue under and by virtue thereof, including the right to sue and recover for past infringement of said service mark.

FARMERS GROUP, INC.

By:

Date: December 7 2004



Kathleen D. Katovich
Assistant Secretary

