

09-16-2004

Docket No.:

066281-0056 and 066020-0001

TRADEMARKS



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To the Director of the United States Patent and Trademark

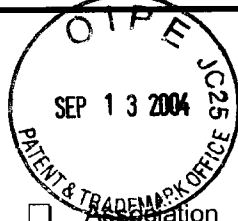
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il documents or copy thereof.

1. Name of conveying party(ies):

AEGON USA, Inc.

9-13-04



- Individual(s)
- General Partnership
- Corporation-State Iowa
- Other \_\_\_\_\_

Additional names(s) of conveying party(ies)  Yes  No

2. Name and address of receiving party(ies):

Name: Western Reserve Life Assurance Co. of Ohio

Internal Address: 570 Carillon Parkway

Street Address: \_\_\_\_\_

City: St. Petersburg State: FL ZIP: 33716

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State Ohio
- Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic designation is  Yes  N  
(Designations must be a separate document from Additional name(s) & address(es)  Yes  N

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: 02 September 2004

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

A. Trademark / Service Mark Application No.(s)

B. Trademark / Service Mark Registration No.(s)

2,185,132  
2,672,982

Additional numbers  Yes  No

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

Name: Donald N. Huff

Internal Address: Dykema Gossett PLLC

Street Address: 1300 I Street, N.W.

300 West

City: Washington State: DC ZIP: 20005

6. Total number of applications and registrations involved:..... **2**

7. Total fee (37 CFR 3.41):.....\$ \$65.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

04-2223

2185132

DO NOT USE THIS SPACE

9. Statement and signature.

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

Donald N. Huff

Name of Person Signing

Signature

13 September 2004

Date

**4**

Total number of pages including cover sheet, attachments, and

Mail documents to be recorded with required cover sheet information to:  
Mail Stop Recordation Services  
Director of the United States Patent and Trademark Office  
P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK  
REEL: 003048 FRAME: 0487

09/15/2004 10:00:00 AM  
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# ASSIGNMENT OF TRADEMARKS

WHEREAS, effective as of 24 August 2004, AEGON USA, Inc. a corporation of the State of Iowa (hereinafter ASSIGNOR), having a principal address at 1111 N. Charles Street, Baltimore, MD 21201-5574 is the owner of the trademark rights and goodwill in and to the following registered U.S. trademarks (TRADEMARKS):

<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
WRL FINANCIAL FREEDOM BUILDER	2,185,132	25 August 1998
WRL FREEDOM ELITE BUILDER	2,672,982	07 January 2003

WHEREAS, Western Reserve Life Assurance Co. of Ohio (hereinafter ASSIGNEE), a corporation of the State of Ohio, having a principal address at 570 Carillon Parkway, St. Petersburg, FL 33716-1201, is desirous of formally acquiring the said trademark rights and goodwill in and to the TRADEMARKS, Registration Nos. 2,185,132 and 2,672,982, by express assignment;

NOW, THEREFORE, for good and valuable consideration in hand receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and set over unto ASSIGNEE, its legal representatives, successors, and assigns, all trademark rights in and to said TRADEMARKS, together with the business symbolized thereby and goodwill appurtenant thereto, the right

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Assignment  
Registration Nos.: 2,185,132 and 2,672,982  
Attorney Docket: 066281-0056 and 066020-0001

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TRADEMARK  
REEL: 003048 FRAME: 0488

to sue and recover for damages for past infringement thereof, all applications to register same, and all licenses and other agreements relating to same.

I hereby set my hand at the date below entered,

AEGON USA, Inc.

02 September 2004

Date

By: 

Name: Craig Vermie

Title: Vice President, Secretary & General Counsel

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ID\DNH

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Assignment

Registration Nos.: 2,185,132 and 2,672,982

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RECORDED: 09/13/2004

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