

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Principal Life Insurance Company		12/19/2005	CORPORATION: IOWA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Principal Financial Services, Inc.		
<b>Street Address:</b>	711 High Street		
<b>City:</b>	Des Moines		
<b>State/Country:</b>	IOWA		
<b>Postal Code:</b>	50392		
<b>Entity Type:</b>	CORPORATION:		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2621637	PLAN AHEAD. GET AHEAD.	
Registration Number:	2373324	PRINDIRECT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(847)441-0911		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	847-441-9100		
<b>Email:</b>	pto@nealmcdevitt.com		
<b>Correspondent Name:</b>	Richard B. Biagi		
<b>Address Line 1:</b>	1776 Ash Street		
<b>Address Line 4:</b>	Northfield, ILLINOIS 60093		
<b>ATTORNEY DOCKET NUMBER:</b>	44203-047/44048-235		
<b>NAME OF SUBMITTER:</b>	Richard B. Biagi		
<b>Signature:</b>	/Richard B. Biagi/		
<b>Date:</b>	12/20/2005		

OP \$65.00 2621637

Total Attachments: 2

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## TRADEMARK ASSIGNMENT

WHEREAS, PRINCIPAL LIFE INSURANCE COMPANY, a corporation existing under the laws of the State of Iowa, located at 711 High Street, Des Moines, Iowa (hereinafter "ASSIGNOR"), has adopted, owns and is using the following trademarks for which Assignor owns the following identified federal registrations on the Principal Register of the United States Patent and Trademark Office for the goods and/or services identified therein (hereinafter "The Marks"):

<b>Trademark</b>	<b>Reg. No.</b>	<b>Reg. Date</b>
PRINDIRECT	2,373,324	August 1, 2000
PLAN AHEAD. GET AHEAD.	2,621,637	September 17, 2002

and:

WHEREAS, PRINCIPAL FINANCIAL SERVICES, INC., a corporation existing under the laws of the State of Iowa, located at 711 High Street, Des Moines, Iowa (hereinafter "ASSIGNEE") desires to acquire The Marks and the above referenced registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by the parties, said ASSIGNOR does hereby sell, assign, transfer and set over to said ASSIGNEE all its right, title and interest in, to and under the Marks, together

with the goodwill of the business symbolized by the Marks and registrations thereof, together with all rights and privileges granted and secured thereby.

PRINCIPAL LIFE INSURANCE  
COMPANY

Date: 12.19.05

By: *Amy J. Mills*  
Name: Amy J. Mills  
Title: Vice President and Counsel

State of Iowa            )  
                                  ) ss.  
County of Polk         )

On this 19<sup>th</sup> day of December, 2005, before me appeared Amy J. Mills, the person who signed this instrument, who acknowledged that she signed it as a free act on behalf of PRINCIPAL LIFE INSURANCE COMPANY.

*Leann Locker*  
Notary Public

My commission expires:

