

Form PTO-1594 (Rev. 07/05)
OMB Collection 0651-0027 (exp. 6/30/2008)

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

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Golden Rule Insurance Company

- Individual(s)
- General Partnership
- Corporation- State: Illinois
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: The State Life Insurance Company

Internal Address: _____

Address: P.O. Box 368

Street Address: One American Square

City: Indianapolis

State: Indiana

Country: U.S.A. Zip: 46206

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship Indiana
- Other _____ Citizenship _____

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)

3. Nature of conveyance)/Execution Date(s) :

Execution Date(s) October 31, 2005

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

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)
See attached.

B. Trademark Registration No.(s)

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

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

Name: Bradley M. Stohry, ICE MILLER LLP

Internal Address: Suite 3100

Street Address: One American Square

City: Indianapolis

State: Indiana Zip: 46282-0200

Phone Number: (317) 236-2424

Fax Number: (317) 592-5453

Email Address: bradley.stohry@icemiller.com

6. Total number of applications and registrations involved:

18

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$465.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 09-0007

Authorized User Name ICE MILLER LLP

9. Signature: 

Signature

1-24-06

Date

Bradley M. Stohry

Name of Person Signing

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

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

CH \$465.00 090007 76634482

Golden Rule Trademarks Transferred to AUL

Mark	Serial/ Registration #
AN IMMEDIATE NEED . . . A LIFETIME SOLUTION	Ser. # 76/634,482
ANNUITY CARE	Reg. # 2,414,827
ASSET CARE	Reg. # 1,650,336
ASSET-CARE SOLUTIONS	Reg. # 2,881,218
ASSET-CARE LTC	Reg. # 2,899,084
AC ASSET-CARE (Design)	Reg. # 2,881,217
CYBERTERM	Reg. # 2,180,987
GOLDENASSURANCE	Reg. # 2,659,156
GUARANTEED INCOME PLUS (Design)	Reg. # 2,101,415
IF IT DOESN'T INCLUDE ASSET-CARE, IT'S A FINANCIAL HALF PLAN	Reg. # 2,335,952
IMMEDIATECARE	Reg. # 2,451,698
LEGACY CARE	Reg. # 2,972,401
PASSBOOK ANNUITY	Reg. # 1,934,186
PLAN LTC (Design)	Reg. # 2,727,743
TERMPPLACE.COM	Reg. # 2,343,416
TERMPPLACE.COM IS THE PLACE FOR LOW TERM LIFE INSURANCE RATES	Reg. # 2,341,129
TURNING POINT	Reg. # 2,557,709
VALUTERM	Reg. # 1,830,579

INDY 1669649v.1

ASSIGNMENT OF TRADEMARKS

WHEREAS, Golden Rule Insurance Company, an Illinois corporation having its principal place of business at 7440 Woodland Drive, Indianapolis, Indiana 46278-1719 (“Assignor”), owns all right, title, and interest in and to, and is the sole and exclusive owner of, the trademarks and trademark applications shown on the attached **Schedule A** (hereinafter “the Trademarks”); and

WHEREAS, The State Life Insurance Company, an Indiana corporation having its principal place of business at One American Square, P.O. Box 368, Indianapolis, Indiana 46206-0368 (“Assignee”), is desirous of acquiring the Trademarks together with the goodwill symbolized by the Trademarks.

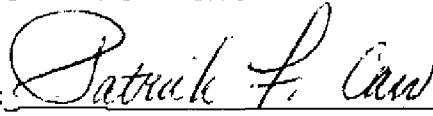
WHEREAS, Assignor and Assignee have executed an Asset Purchase Agreement dated as of July 28, 2005 (“Agreement”) whereby Assignor has agreed to sell to Assignee and Assignee has agreed to purchase from Assignor the Transferred Assets as defined in the Agreement, including without limitation, the Trademarks and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, as beneficial owner, hereby assigns, transfers and sells to Assignee, its successors and assigns, all of its right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by said Trademarks, the right to sue and recover for, and the right to profits or damages, due or accrued, arising out of or in connection with any and all past, present or future infringements or dilution of or damage to such Trademarks or the associated goodwill, and all benefits of the Trademarks. Assignor does further consent to the recordation of this Assignment of Trademarks by Assignee with the Commissioner of Patents and Trademarks.

THIS ASSIGNMENT OF TRADEMARKS shall be binding upon and shall inure to the benefit of Assignor and Assignee and their respective successors and assigns.

Signed as of this 31st day of October, 2005.

GOLDEN RULE INSURANCE COMPANY

By: 
Name: Patrick F. Carr
Title: Senior Vice President and Chief Financial Officer

SCHEDULE A

Service Mark	Registration/ Application Number
An Immediate Need...A Lifetime Solution.	76/634482
Annuity Care	2,414,827
Asset-Care	1,650,336
Asset-Care (Pending Application)	78/201176
Asset-Care (Design)	2,881,217
Asset-Care LTC	2,899,084
Asset-Care Solutions	2,881,218
Cyberterm	2,180,987
GoldenAssurance	2,659,156
Guaranteed Income Plus and Design	2,101,415
If It Doesn't Include Asset Care, Its A Financial Half Plan	2,335,952
ImmediateCare	2,451,698
Legacy Care	76/564662
Passbook Annuity	1,934,186
Plan LTC And Design	2,727,743
Termplace.Com	2,343,416
Termplace.Com Is The Place For Low Term Life Insurance Rates	2,341,129
Turning Point	2,557,709
ValuTerm	1,830,579

CH1 3364573v.2