

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
Aegon Asset Management Services, Inc.		03/31/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	World Financial Group, Inc.
Street Address:	11315 Johns Creek Parkway
City:	Duluth
State/Country:	GEORGIA
Postal Code:	30097-1517
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	2732950	
Registration Number:	2642726	WHERE THE ENTREPRENEUR IS KING
Registration Number:	2938466	WORLD FINANCIAL GROUP
Registration Number:	2906989	WORLD FINANCIAL GROUP CAPITAL BUILDER
Registration Number:	2807028	WORLD FINANCIAL GROUP
Registration Number:	2914853	WORLD FINANCIAL GROUP ELITE CAPITAL BUILDER
Registration Number:	2913466	WORLD FINANCIAL GROUP INSURANCE AGENCY
Registration Number:	2923604	WORLD GROUP SECURITIES

CORRESPONDENCE DATA

Fax Number: (202)906-8669
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 202 906 8638
 Email: dhuff@dykema.com
 Correspondent Name: Donald N. Huff

CH \$215.00 2732950

Address Line 1: 1300 I Street, N.W., Suite 300 West
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	066779-0999
NAME OF SUBMITTER:	Donald N. Huff
Signature:	/Donald N. Huff/
Date:	04/03/2006

Total Attachments: 2
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ASSIGNMENT OF TRADEMARKS

WHEREAS, effective as of March 31, 2006, Aegon Asset Management Services, Inc., a corporation of the State of Delaware (hereinafter ASSIGNOR), is the owner of the trademark rights and goodwill in and to the registered U.S. trademarks (TRADEMARKS) in the attached Schedule A;

WHEREAS, World Financial Group, Inc., (hereinafter ASSIGNEE), a corporation of the State of Delaware, having a principal address at 11315 Johns Creek Parkway, Duluth, Georgia 30097-1517, is desirous of formally acquiring the said trademark rights and goodwill in and to the TRADEMARKS in Schedule A, 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 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 this 31st day of ~~April~~ March 2006.

AEGON ASSET MANAGEMENT SERVICES, INC.

By: 

Name: Scott W. Ham
Title: Vice President

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ID\DNH

TRADEMARK
REEL: 003283 FRAME: 0074

SCHEDULE A

<u>MARK</u>	<u>REG./APP. NO.</u>
MISC. OVAL AND CROSS HATCH DESIGN	2,732,950
WHERE THE ENTREPRENEUR IS KING	2,642,726
WORLD FINANCIAL GROUP	2,938,466
WORLD FINANCIAL GROUP CAPITAL BUILDER	2,906,989
WORLD FINANCIAL GROUP DESIGN LOGO	2,807,028
WORLD FINANCIAL GROUP ELITE CAPITAL BUILDER	2,914,853
WORLD FINANCIAL GROUP INSURANCE AGENCY	2,913,466
WORLD GROUP SECURITIES	2,923,604