

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Shirely & Barnett Helzberg Foundation		07/20/2006	CORPORATION: MISSOURI

**RECEIVING PARTY DATA**

<b>Name:</b>	Columbia Insurance Company
<b>Street Address:</b>	3024 Harney Street
<b>City:</b>	Omaha
<b>State/Country:</b>	NEBRASKA
<b>Postal Code:</b>	68131
<b>Entity Type:</b>	CORPORATION: NEBRASKA

**PROPERTY NUMBERS Total: 21**

Property Type	Number	Word Mark
Serial Number:	78637366	I AM LOVED
Registration Number:	0852718	I AM LOVED
Registration Number:	0856297	I AM LOVED
Registration Number:	0856626	I AM LOVED
Registration Number:	0856673	I AM LOVED
Registration Number:	0856840	I AM LOVED
Registration Number:	0858367	I AM LOVED
Registration Number:	0859322	I AM LOVED
Registration Number:	0861123	I AM LOVED
Registration Number:	0861142	I AM LOVED
Registration Number:	0863171	I AM LOVED
Registration Number:	0863194	I AM LOVED
Registration Number:	0866308	I AM LOVED

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Registration Number:	0866324	I AM LOVED
Registration Number:	0866344	I AM LOVED
Registration Number:	0866393	I AM LOVED
Registration Number:	0866430	I AM LOVED
Registration Number:	1178658	I AM LOVED
Registration Number:	1195267	I AM LOVED
Registration Number:	2572103	I AM LOVED
Registration Number:	2482321	I AM LOVED

**CORRESPONDENCE DATA**

Fax Number: (816)474-9057  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 816-474-9050  
Email: joh@hoveywilliams.com, jrw@hoveywilliams.com  
Correspondent Name: Joan Optican Herman  
Address Line 1: 2405 Grand Blvd., Suite 400  
Address Line 4: Kansas City, MISSOURI 64108-2519

ATTORNEY DOCKET NUMBER:	3923.040
NAME OF SUBMITTER:	Joan Optican Herman
Signature:	/JOH/
Date:	09/14/2006

Total Attachments: 2  
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Exhibit A

TRADEMARK ASSIGNMENT

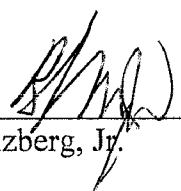
WHEREAS, Shirley & Barnett Helzberg Foundation, a Missouri not-for-profit corporation, whose mailing address is 4520 Main Street, Suite 1050, Kansas City, Missouri 64111-1816 (hereinafter referred to as "Helzberg Foundation"), has adopted and used in its business the trademarks I AM LOVED and I AM LOVED and Design (hereinafter referred to as the "Marks"), and is the owner of the United States and Foreign Country Trademark Registrations and Pending Applications therefor as set forth in the accompanying Schedule A; and

WHEREAS, Columbia Insurance Company, a Nebraska Corporation having its principal place of business at 3024 Harney Street, Omaha, Nebraska 68131 (hereinafter referred to as "Columbia Insurance"), is desirous of acquiring all interest in and to the Marks and said registrations and pending applications referenced above.

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Helzberg Foundation has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto Columbia Insurance, all rights, title and interest in and to the Marks and the registrations and pending applications thereof as noted above, together with the goodwill of the business symbolized by the Marks, and with the right to recover and have damages and profits for past infringement, if any, and the right to sue therefor.

Executed this 20<sup>th</sup> day of July, 2006.

SHIRLEY & BARNETT HELZBERG FOUNDATION

  
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Barnett C. Helzberg, Jr.  
President

**SCHEDULE A**

**I AM LOVED**

**Issued and Active U.S. Trademark Registrations**

<u>Registration No.</u>	<u>Issued</u>	<u>Mark</u>
852,718	July 16, 1968	I AM LOVED and Design
856,297	September 10, 1968	I AM LOVED and Design
856,626	September 10, 1968	I AM LOVED and Design
856,673	September 10, 1968	I AM LOVED and Design
856,840	September 17, 1968	I AM LOVED and Design
858,367	October 8, 1968	I AM LOVED and Design
859,322	October 29, 1968	I AM LOVED and Design
861,123	November 26, 1968	I AM LOVED and Design
861,142	November 26, 1968	I AM LOVED and Design
863,171	January 7, 1969	I AM LOVED and Design
863,194	January 7, 1969	I AM LOVED and Design
866,308	March 11, 1969	I AM LOVED and Design
866,324	March 11, 1969	I AM LOVED and Design
866,344	March 11, 1969	I AM LOVED and Design
866,393	March 11, 1969	I AM LOVED and Design
866,430	March 11, 1969	I AM LOVED and Design
1,178,658	November 17, 1981	I AM LOVED and Design
1,195,267	May 11, 1982	I AM LOVED
2,572,103	May 21, 2002	I AM LOVED and Design
2,482,321	August 28, 2001	I AM LOVED

**Active U.S. Trademark Pending Applications**

<u>Serial No.</u>	<u>Filing Date</u>	<u>Mark</u>
<del>7</del> <sup>8</sup> /637,366	May 25, 2005	I AM LOVED

**Issued and Active Foreign Trademark Registrations**

<u>Registration No.</u>	<u>Issued</u>	<u>Mark</u>	<u>Country</u>
165001	September 5, 1969	I AM LOVED & Design	Canada
162339	August 25, 1969	I AM LOVED & Design	Canada