

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Assignor's name previously recorded on Reel 003390 Frame 0355. Assignor(s) hereby confirms the Assigns the entire interest and goodwill.

CONVEYING PARTY DATA

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

RECEIVING PARTY DATA

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

CH \$540.00 78637366

Registration Number:	0866308	I AM LOVED
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: tmdocketing.herman@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:	09/15/2006

Total Attachments: 4

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TRADEMARK ASSIGNMENT

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 Stylesheet Version v1.1

09/14/2006
 900057990

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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			
Name:	Columbia Insurance Company		
Street Address:	3024 Harney Street		
City:	Omaha		
State/Country:	NEBRASKA		
Postal Code:	68131		
Entity Type:	CORPORATION: NEBRASKA		
PROPERTY NUMBERS Total: 21			
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Fax Number: (816)474-9057
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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

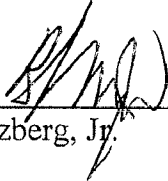
WHEREAS, Shirley & Barnett Helzberg Foundation, a Missouri not-for-profit corporation, whose mailing address is 4520 Main Street, Suite 1050, Kansas City, Missouri 64111-1816 (hereinafter referred to as "Helzberg Foundation"), has adopted and used in its business the trademarks I AM LOVED and I AM LOVED 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 20th day of July, 2006.

SHIRLEY & BARNETT HELZBERG FOUNDATION



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>
7 ⁸ /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