

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American Memorial Life Insurance Company		10/09/2006	CORPORATION: SOUTH DAKOTA
RECEIVING PARTY DATA			
Name:	Assurant, Inc.		
Street Address:	One Chase Manhattan Place, 41st Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10005		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2009186	THE RAPID SYSTEM	
CORRESPONDENCE DATA			
Fax Number:	(404)881-7777		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-881-7000		
Email:	barbara.yates@alston.com		
Correspondent Name:	Ginabeth B. Hutchison, Esq.		
Address Line 1:	1201 W. Peachtree Street		
Address Line 2:	c/o Alston & Bird LLP		
Address Line 4:	Atlanta, GEORGIA 30309-3424		
ATTORNEY DOCKET NUMBER:	018350/176553		
NAME OF SUBMITTER:	Ginabeth B. Hutchison		
Signature:	/Ginabeth B. Hutchison/		

OP \$40.00 2009186

Date:

10/10/2006

Total Attachments: 1

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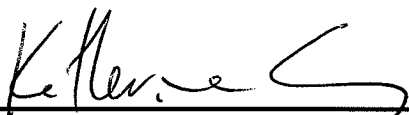
Assignment of U.S. Trademark Registration

WHEREAS, American Memorial Life Insurance Company, a South Dakota corporation having its principal office at 440 Mt. Rushmore Road, Rapid City, South Dakota 57701 (hereinafter "Assignor"), had acquired by assignment, and is using, the mark THE RAPID SYSTEM, which is subject of United States Patent and Trademark Office Reg. No. 2,009,186; and

WHEREAS, Assurant, Inc., a Delaware corporation having its principal office at One Chase Manhattan Plaza, 41st Floor, New York, New York 10005 (hereinafter "Assignee"), is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title, and interest in and to said mark, together with the goodwill of the business symbolized by the mark, and the registration thereof identified above.

AMERICAN MEMORIAL LIFE
INSURANCE COMPANY



Name: Katherine Greenzang

Title: Assistant Secretary

Date: October 9, 2006.