

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	10/26/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Principal Life Insurance Company		10/26/2006	CORPORATION: IOWA

RECEIVING PARTY DATA

Name:	Principal Financial Services, Inc.
Street Address:	711 High Street
City:	Des Moines
State/Country:	IOWA
Postal Code:	50392
Entity Type:	CORPORATION: IOWA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	75463886	PRINCIPAL ADVANTAGE

CORRESPONDENCE DATA

Fax Number: (847)441-0911
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 8474419100
 Email: pto@nealmcdevitt.com
 Correspondent Name: Richard B. Biagi
 Address Line 1: 1776 Ash Street
 Address Line 4: Northfield, ILLINOIS 60093

ATTORNEY DOCKET NUMBER:	44200-053
NAME OF SUBMITTER:	Richard B. Biagi
Signature:	/Richard B. Biagi/

OP \$40.00 75463886

Date:

10/26/2006

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, PRINCIPAL LIFE INSURANCE COMPANY, a corporation existing under the laws of the State of Iowa, located at 711 High Street, Des Moines, Iowa (hereinafter "ASSIGNOR"), has adopted, owns and is using the following trademark for which ASSIGNOR owns the following identified federal application on the Principal Register of the United States Patent and Trademark Office for the services identified therein (hereinafter collectively referred to as "The Mark"):

Service Mark	App. No..	File Date
PRINCIPAL ADVANTAGE	75/463,886	April 7, 1998

and:

WHEREAS, PRINCIPAL FINANCIAL SERVICES, INC., a corporation existing under the laws of the State of Iowa, located at 711 High Street, Des Moines, Iowa (hereinafter "ASSIGNEE") desires to acquire The Mark and the above referenced application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by the parties, said ASSIGNOR does hereby sell, assign, transfer and set over to said ASSIGNEE all its right, title and interest in, to and under The Mark, together with the goodwill of the business symbolized by The Mark thereof, including all rights and privileges granted and secured thereby.

PRINCIPAL LIFE INSURANCE
COMPANY

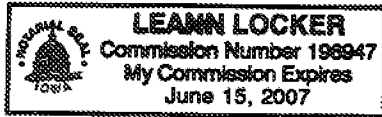
Date: 10/26/06

By: Michael Gilchrist
Name: Michael Gilchrist
Title: Counsel

State of Iowa)
) ss.
County of Polk)

On this 26th day of October, 2006, before me appeared Michael Gilchrist,
the person who signed this instrument, who acknowledged that she signed it as a free act on
behalf of PRINCIPAL LIFE INSURANCE COMPANY.

Leann Locker
Notary Public



My commission expires:

June 15, 2007