

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
Security Financial Life Insurance Co.		01/10/2007	CORPORATION: NEBRASKA
RECEIVING PARTY DATA			
Name:	Assurity Life Insurance Company		
Street Address:	4000 Pine Lake Road		
City:	Lincoln		
State/Country:	NEBRASKA		
Postal Code:	68516		
Entity Type:	CORPORATION: NEBRASKA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78929014	ASSURITY ADVISORS	
CORRESPONDENCE DATA			
Fax Number:	(402)344-0588		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(402) 344-0500		
Email:	msullivan@bairdholm.com		
Correspondent Name:	Michael L. Sullivan		
Address Line 1:	1500 Woodmen Tower		
Address Line 4:	Omaha, NEBRASKA 68102		
NAME OF SUBMITTER:	Michael L. Sullivan		
Signature:	/Michael L. Sullivan/		
Date:	01/29/2007		

OP \$40.00 78929014

Total Attachments: 3

900067914

**TRADEMARK
 REEL: 003469 FRAME: 0923**

source=Assignment-Assurity#page1.tif

source=assurityassignment1#page1.tif

source=assurityassignment1#page2.tif

ASSIGNMENT OF TRADEMARK

WHEREAS, Security Financial Life Insurance Co., a Nebraska Corporation, of 4000 Pine Lake Road, Lincoln, Nebraska 68516, has filed an "intent to use application" for the mark "Assurity Advisors" with the United States Patent and Trademark Office under Serial No. 78929014, dated July 13, 2006; and

WHEREAS, Assurity Life Insurance Company, a Nebraska Corporation, of 4000 Pine Lake Road, Lincoln, Nebraska 68516, (formerly at 1526 K Street, Lincoln, Nebraska 68508), has acquired all right title and interest in said mark and application, because of the merger of Security Financial Life Insurance Co. into Assurity Life Insurance Company, as the surviving corporation;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Security Financial Life Insurance Co. does hereby assign unto the said Assurity Life Insurance Company, all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified application thereof.

SECURITY FINANCIAL LIFE INSURANCE CO., Assignor

Patricia K. Williams

Patricia K. Williams, Senior Director-Law & Compliance

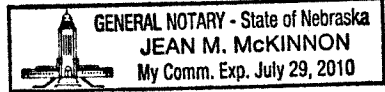
Date: January 10, 2007

STATE OF NEBRASKA)
)ss.)
COUNTY OF Lancaster

On this 10th day of January, 2007, before me appeared Patricia K. Williams, Senior Director-Law & Compliance, of Security Financial Life Insurance Co., a Nebraska Corporation, who acknowledged that he/she signed this instrument as a free act on behalf of the corporation.

Jean M. McKinnon
Notary Public

DOCS/773752.1



STATE OF NEBRASKA DEPARTMENT OF INSURANCE

CERTIFICATION

October 3, 2006

I, L. TIM WAGNER, Director of Insurance of the State of Nebraska, do hereby certify that the attached is a full and correct copy of the

ARTICLES OF MERGER

OF

**SECURITY FINANCIAL LIFE INSURANCE CO.
Lincoln, Nebraska**

INTO

**ASSURITY LIFE INSURANCE COMPANY
Lincoln, Nebraska**

FILED OCTOBER 3, 2006

Now on file and forming a part of the records of this Department.

I hereto subscribe my name under the seal of my office, at Lincoln, Nebraska.



L. Tim Wagner

DIRECTOR OF INSURANCE

ARTICLES OF MERGER

OF

**SECURITY FINANCIAL LIFE INSURANCE CO.
Lincoln, Nebraska**

**STATE OF NEBRASKA
DEPARTMENT OF INSURANCE**

OCT 03 2006

APPROVED

INTO

**ASSURITY LIFE INSURANCE COMPANY
Lincoln, Nebraska**

Pursuant to Neb. Rev. § 44-224.04 and § 21-20,128, et seq., the following Articles of Merger are declared and filed with the Department of Insurance, State of Nebraska, and the Nebraska Secretary of State:

1. Effective January 1, 2007, **SECURITY FINANCIAL LIFE INSURANCE CO.**, a Nebraska domestic stock insurer, with its registered office in Lincoln, Lancaster County, Nebraska, will be merged into **ASSURITY LIFE INSURANCE COMPANY**, a Nebraska domestic stock insurer, with its registered office in Lincoln, Lancaster County, Nebraska.
2. **ASSURITY LIFE INSURANCE COMPANY** is the surviving corporate entity.
3. A copy of the Contract of Merger is set out as Exhibit "A."
4. On April 27, 2006, the Contract of Merger was authorized and approved by **ASG INC.**, the sole shareholder of **SECURITY FINANCIAL LIFE INSURANCE CO.** and **ASSURITY LIFE INSURANCE COMPANY**.

Dated: April 27, 2006

SECURITY FINANCIAL LIFE INSURANCE CO.,
a Nebraska domestic stock insurer

By: _____

Thomas E. Henning, President

Dated: April 27, 2006

ASSURITY LIFE INSURANCE COMPANY,
a Nebraska domestic stock insurer

By: _____

Thomas E. Henning, President