

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
Pacific LifeCorp.		06/08/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Pacific Life Insurance Company		
Street Address:	700 Newport Center Drive		
City:	Newport Beach		
State/Country:	CALIFORNIA		
Postal Code:	92660		
Entity Type:	CORPORATION: NEBRASKA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78811423	PACIFIC ASSET MANAGEMENT	
CORRESPONDENCE DATA			
Fax Number:	(949)760-0404		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949-760-0404		
Email:	efiling@kmob.com		
Correspondent Name:	Knobbe, Martens, Olson & Bear, LLP		
Address Line 1:	2040 Main Street, 14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	PAC1302.005T		
NAME OF SUBMITTER:	Stacey R. Halpern		
Signature:	/Stacey R. Halpern/		
Date:	05/04/2007		

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Total Attachments: 3

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SERVICE MARK ASSIGNMENT

This Service Mark Assignment (the "Assignment") is effective this 8th day of June 2006 by and between Pacific LifeCorp., a Delaware corporation, having a principal place of business at 700 Newport Center Drive, Newport Beach, California 92660 ("Assignor") and Pacific Life Insurance Company, a Nebraska corporation, having a principal place of business at 700 Newport Center Drive, Newport Beach, California 92660 ("Assignee"), (collectively referred to as the "Parties").

WHEREAS, Assignor has adopted and used and is the owner of the service mark listed in Exhibit A hereto and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter referred to as the "Mark");

WHEREAS, Assignee is wholly-owned by Assignor and, as such, has been actively involved in the selection, plans to use, and/or use of the Mark, and has the know-how associated with the products and services which are being offered or will be provided in connection with the Mark, as well as the business associated with the Mark;

WHEREAS, Assignor has acquired goodwill associated with and symbolized by said Mark and has not abandoned the same;

WHEREAS, Assignor is the owner of the federal trademark application relating to the Mark listed in Schedule B, attached hereto and incorporated herein by reference (the "Application");

WHEREAS, Assignee is desirous of acquiring all rights, title, and interest in and to the Mark and Application; and

WHEREAS, Assignor is willing to assign to Assignee all rights, title, and interest as Assignor may possess in and to the Mark and Application;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and sells to Assignee all rights, title, and interest as Assignor may possess in and to the following:

- (1) The Service Mark set forth in Schedule A;
- (2) The Application set forth in Schedule B; and
- (3) Any other registrations or applications for the Mark or unregistered trademarks for the Mark owned or used anywhere in the world by Assignor;

together with the goodwill symbolized by said Mark and Applications, as well as other registered or unregistered trademarks for the Mark owned or used anywhere in the world by Assignor concurrent with the transfer of the goodwill and business associated therewith, and certain tangible assets as indicia of said goodwill as well as all income, royalties or claims relating to the Marks due or payable on or after the effective date of this Assignment.

IN WITNESS WHEREOF, the Parties hereby causes this Assignment to be executed the day and year first above written.

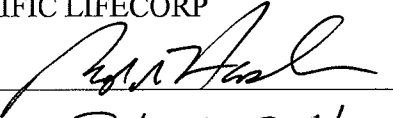
PACIFIC LIFE INSURANCE COMPANY



Name: Robert G. Haskell

Title: Sr. VP

PACIFIC LIFECORP



Name: Robert G. Haskell

Title: Sr. VP

SCHEDULE A

Mark:

PACIFIC ASSET MANAGEMENT

SCHEDULE B

Mark	Country/State/Region	App./Reg. No.	Class
PACIFIC ASSET MANAGEMENT	United States	78/811,423	36