

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
|------------------------------|----------|----------------|-----------------------|
| 21st Century Insurance Group | | 04/02/2008 | CORPORATION: DELAWARE |

RECEIVING PARTY DATA

| | |
|-----------------|------------------------------------|
| Name: | American International Group, Inc. |
| Street Address: | 70 Pine Street |
| City: | New York |
| State/Country: | NEW YORK |
| Postal Code: | 10270 |
| Entity Type: | CORPORATION: DELAWARE |

PROPERTY NUMBERS Total: 9

| Property Type | Number | Word Mark |
|----------------------|---------|--|
| Registration Number: | 2348593 | |
| Registration Number: | 3275078 | 21ST4KIDS |
| Registration Number: | 3306116 | DRIVERS JUST LIKE YOU |
| Registration Number: | 3052734 | BUENA GENTE A QUIEN LLAMAR |
| Registration Number: | 3104544 | GOOD PEOPLE TO CALL |
| Registration Number: | 3014442 | |
| Registration Number: | 2864617 | SIMPLE, RELIABLE, LOW COST SINCE 1958. |
| Registration Number: | 2726880 | GET MORE: COVERAGE. SERVICE. SAVINGS |
| Registration Number: | 2562542 | |

CORRESPONDENCE DATA

Fax Number: (312)616-5700
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 3126165600
 Email: trademark@leydig.com
 Correspondent Name: Leydig, Voit & Mayer, Ltd. c/o Mark Liss

CH \$240.00 2348593

Address Line 1: 180 North Stetson, Two Prudential Plaza
Address Line 2: Suite 4900
Address Line 4: Chicago, ILLINOIS 60601

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|-------------------------|----------------|
| ATTORNEY DOCKET NUMBER: | 263025 |
| NAME OF SUBMITTER: | Mark J. Liss |
| Signature: | /Mark J. Liss/ |
| Date: | 04/03/2008 |

Total Attachments: 3

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ASSIGNMENT OF SERVICE MARKS FROM 21ST CENTURY INSURANCE GROUP
TO AMERICAN INTERNATIONAL GROUP, INC.

WHEREAS, 21st Century Insurance Group (hereinafter "21st"), a Delaware corporation, having its principal place of business at 6301 Owensmouth Avenue, Woodland Hills CA 91367, has adopted, used and is the owner of the service marks as shown on Schedule A hereto (hereinafter, the "Marks");

WHEREAS, American International Group, Inc. (hereinafter "Assignee"), a Delaware corporation, having its principal place of business at 70 Pine Street, New York, New York 10270, is desirous of acquiring the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks and any applications and registrations therefor, and including all common-law and other rights in the Marks, all claims, demands and causes of action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of the Marks and any applications and registrations therefor prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment to take effect on April 2, 2008.

21ST CENTURY INSURANCE GROUP

Michael J. Cassanego
Michael J. Cassanego
Senior Vice President

California
State of ~~New York~~)
Los Angeles)SS:
County of ~~New York~~)

On this 2 th day of April, 2008, before me, a Notary Public in and for said county, appeared Michael J. Cassanego is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that she signed and delivered the document as her free and voluntary act for the uses and purposes therein set forth.

Micheline Kaufman
Notary Public

My commission expires: March 28, 2010



SCHEDULE A

21st CENTURY INSURANCE GROUP

| MARK | REG. NO. | ISSUE DATE |
|--|----------|------------|
| COLUMN DESIGN | 2348593 | 5/9/00 |
| 21 ST 4KIDS AND COLUMN DESIGN | 3275078 | 8/7/07 |
| DRIVERS JUST LIKE YOU | 3306116 | 10/9/07 |
| BUENA GENTE A QUIEN LLAMAR | 3052734 | 1/31/06 |
| GOOD PEOPLE TO CALL | 3104544 | 6/13/06 |
| SEAT BELT DESIGN | 3014442 | 11/15/05 |
| SIMPLE, RELIABLE, LOW COST SINCE 1958 | 2864617 | 7/20/04 |
| GET MORE: COVERAGE. SERVICE. SAVINGS | 2726880 | 6/17/03 |
| COLUMN DESIGN | 2562542 | 4/16/02 |