

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
AEGON USA, Inc.		03/03/2008	CORPORATION: IOWA
RECEIVING PARTY DATA			
Name:	Western Reserve Life Assurance Co. of Ohio		
Street Address:	570 Carillon Parkway		
City:	St. Petersburg		
State/Country:	FLORIDA		
Postal Code:	33716		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2672982	WRL FREEDOM ELITE BUILDER	
CORRESPONDENCE DATA			
Fax Number:	(202)906-8669		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202 906 8638		
Email:	dhuff@dykema.com		
Correspondent Name:	Donald N. Huff		
Address Line 1:	1300 I Street, N.W., Suite 300 West		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005		
ATTORNEY DOCKET NUMBER:	066281-0083		
NAME OF SUBMITTER:	Donald N. Huff		
Signature:	/Donald N. Huff/		
Date:	05/21/2008		

CH \$40.00 2672982

Total Attachments: 1

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ASSIGNMENT OF TRADEMARKS

WHEREAS, effective as of 3/3/08, AEGON USA, Inc., a corporation of Iowa (hereinafter ASSIGNOR), is the owner of the trademark rights and goodwill in and to the registered U.S. trademark (TRADEMARK) Registration No. 2,672,982.

WHEREAS, Western Reserve Life Assurance Co. of Ohio, (hereinafter ASSIGNEE), a corporation of Ohio, having a principal address at 570 Carillon Parkway, St. Petersburg, Florida 33716, is desirous of formally acquiring the said trademark rights and goodwill in and to the TRADEMARK, by express assignment;

NOW, THEREFORE, for good and valuable consideration in hand receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and set over unto ASSIGNEE, its legal representatives, successors, and assigns, all her trademark rights in and to said TRADEMARK, together with the business symbolized thereby and goodwill appurtenant thereto, the right to sue and recover for damages for past infringement thereof, all applications to register same, and all licenses and other agreements relating to same.

AEGON USA, INC.

Date: 3-03-08

By: 

Name: Brenda K. Clancy

Title: Exec VP, Chief Operating Officer