

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	01/01/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Ameritas Acacia Mutual Insurance Holding Company		08/04/2008	CORPORATION: NEBRASKA

RECEIVING PARTY DATA

Name:	Ameritas Holding Company
Street Address:	5900 O Street
City:	Lincoln
State/Country:	NEBRASKA
Postal Code:	68510
Entity Type:	CORPORATION: NEBRASKA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3210691	EYECHOICE

CORRESPONDENCE DATA

Fax Number: (402)467-7956
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 402-467-7852
 Email: dwilliams@ameritas.com
 Correspondent Name: David M. Williams
 Address Line 1: 5900 O Street
 Address Line 4: Lincoln, NEBRASKA 68510

NAME OF SUBMITTER:	David M. Williams
Signature:	/David M. Williams/
Date:	08/05/2008

OP \$40.00 3210691

Total Attachments: 2
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ASSIGNMENT

WHEREAS, Ameritas Acacia Mutual Insurance Holding Company, 5900 O Street, Lincoln, Nebraska 68510, through one or more of its affiliates has adopted and used the mark "EyeChoice" which is registered in the name of Ameritas Acacia Mutual Insurance Holding Company in the United States Patent and Trademark Office, Registration No. 3210691, dated February 20, 2007; and

WHEREAS, Ameritas Acacia Mutual Insurance Holding Company is now known as Ameritas Holding Company, of 5900 O Street, Lincoln, Nebraska 68510, and is thus the new owner of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Ameritas Acacia Mutual Insurance Holding Company does hereby assign to Ameritas Holding Company, all right, title and interest in and to the mark "EyeChoice" and the above identified registration thereof.

Dated this 4th day of August, 2008.



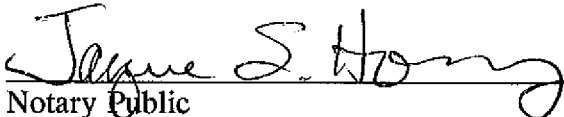
David M. Williams,
Attorney for
Ameritas Acacia Mutual Insurance Holding
Company

[Notary on following page]

STATE OF NEBRASKA)
) ss.
COUNTY OF LANCASTER)

The foregoing instrument was acknowledged before me this 4th day of August, 2008, by David M. Williams, attorney for Ameritas Acacia Mutual Insurance Holding Company, on behalf of the corporation.

WITNESS my hand and official seal.


Notary Public

My Commission Expires: 4/24-2012

