

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:	3137886	THE BICUSPID KID	
CORRESPONDENCE DATA			
Fax Number:	(402)467-7956		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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 3137886

Total Attachments: 2

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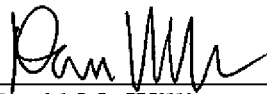
ASSIGNMENT

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 "The Bicuspid Kid" which is registered in the name of Ameritas Acacia Mutual Insurance Holding Company in the United States Patent and Trademark Office, Registration No. 3137886, dated September 5, 2006; 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 "The Bicuspid Kid Plus" and the above identified registration thereof.

Dated this 17 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.

Jacqueline S. Hornung
Notary Public

My Commission Expires: 4-24-2012

