

## 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
Retirement Bridge LLC		05/15/2008	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Allstate Life Insurance Company		
Street Address:	3100 Sanders Road		
City:	Northbrook		
State/Country:	ILLINOIS		
Postal Code:	60092		
Entity Type:	COMPANY: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3314777	RETIREMENT BRIDGE	
CORRESPONDENCE DATA			
Fax Number:	(312)332-6376		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	312.332.3033		
Email:	cschneider@davismcgrath.com		
Correspondent Name:	Davis McGrath LLC		
Address Line 1:	125 S. Wacker, STE 1700		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Christopher W. Schneider		
Signature:	/cwschneider/		
Date:	09/23/2008		
Total Attachments: 4			

OP \$40.00 3314777

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TRADEMARK  
REEL: 003857 FRAME: 0532

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### **CONFIRMATORY TRADEMARK ASSIGNMENT**

WHEREAS, Retirement Bridge LLC ("ASSIGNOR"), a California limited liability company whose address is One Embarcadero Center, Suite 3810, San Francisco, California 94111, was the owner of the service mark RETIREMENT BRIDGE, including the federal registration for the mark, No. 3,314,777, for the services of "Application service provider (ASP) featuring software used to administer retirement relationship building tool for use between financial professionals and their clients/prospects and for preparing and electronically distributing written reports in connection therewith" in Int. Cl. 42, and all common law rights to the word mark and logo shown in Exhibit A for RETIREMENT BRIDGE (collectively, the "RETIREMENT BRIDGE MARK") prior to and on May 15, 2008;

WHEREAS, Allstate Life Insurance Company ("ASSIGNEE"), an Illinois insurance company whose address is 3100 Sanders Road, Northbrook, Illinois 60062 ("ASSIGNEE"), was desirous of acquiring and did so acquire all right, title and interest in and to the foregoing RETIREMENT BRIDGE MARK, together with the goodwill of the business with which the mark was used and which was symbolized by the mark, and the right of recovery in all legal actions based on such mark;

WHEREAS, ASSIGNOR and ASSIGNEE entered into an Asset Purchase Agreement effective May 15, 2008 whereby all right, title and interest in and to the RETIREMENT BRIDGE MARK, together with the goodwill of the business with which the mark was used and which was symbolized by the mark, and the right of recovery in all legal actions based on such mark was transferred to ASSIGNEE;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the ASSIGNOR does hereby confirm the assignment, transfer and sale as of May 15, 2008, of the ASSIGNOR'S entire right, title and interest in and to the foregoing RETIREMENT BRIDGE MARK, together with the goodwill of the business in connection with which the mark was used and which was symbolized by the mark, as fully and entirely as the same would have been held and enjoyed by it if this Assignment had not been made, including the right to pursue all actions based on such mark and to recover for past infringement or violations of law relating to said mark, the same to be held and enjoyed by the ASSIGNEE and its legal representatives, successors and assigns, for its own use and enjoyment, and for the use and enjoyment of its assigns, successors, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the ASSIGNOR had this Assignment not been made.

This Confirmatory Assignment confirms the assignment of said RETIREMENT BRIDGE MARK as of May 15, 2008.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this Confirmatory Assignment to be signed, as of this 28 day of August, 2008.

RETIREMENT BRIDGE LLC

By: Elyse Pellman

Name: ELYSE PELLMAN

Title: EVP

State of \_\_\_\_\_ )  
\_\_\_\_\_)ss.  
County of \_\_\_\_\_ )

Before me this \_\_\_\_\_ day of \_\_\_\_\_, 2008 personally appeared \_\_\_\_\_, known to me to be the person whose name is subscribed to the foregoing Assignment and acknowledged that he executed the same as his free act and deed for the purposes therein contained.

*See Attached*

# CALIFORNIA ALL-PURPOSE CERTIFICATE OF ACKNOWLEDGMENT

State of California

County of San Francisco

On Aug 28, 2008 before me, Sarah N. Werling, Notary Public  
(Here insert name and title of the officer)

personally appeared Elyse R. Pellman

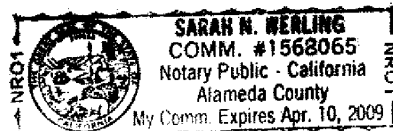
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Sarah N. Werling  
Signature of Notary Public

(Notary Seal)



## ADDITIONAL OPTIONAL INFORMATION

### INSTRUCTIONS FOR COMPLETING THIS FORM

Any acknowledgment completed in California must contain verbiage exactly as appears above in the notary section or a separate acknowledgment form must be properly completed and attached to that document. The only exception is if a document is to be recorded outside of California. In such instances, any alternative acknowledgment verbiage as may be printed on such a document so long as the verbiage does not require the notary to do something that is illegal for a notary in California (i.e., certifying the authorized capacity of the signer). Please check the document carefully for proper notarial wording and attach this form if required.

#### DESCRIPTION OF THE ATTACHED DOCUMENT

(Title or description of attached document)

(Title or description of attached document continued)

Number of Pages \_\_\_\_\_ Document Date \_\_\_\_\_

(Additional information)

#### CAPACITY CLAIMED BY THE SIGNER

- ☐ Individual (s)  
☐ Corporate Officer

(Title)

- ☐ Partner(s)  
☐ Attorney-in-Fact  
☐ Trustee(s)  
☐ Other \_\_\_\_\_

- State and County information must be the State and County where the document signer(s) personally appeared before the notary public for acknowledgment.
- Date of notarization must be the date that the signer(s) personally appeared which must also be the same date the acknowledgment is completed.
- The notary public must print his or her name as it appears within his or her commission followed by a comma and then your title (notary public).
- Print the name(s) of document signer(s) who personally appear at the time of notarization.
- Indicate the correct singular or plural forms by crossing off incorrect forms (i.e. he/she/they, is /are ) or circling the correct forms. Failure to correctly indicate this information may lead to rejection of document recording.
- The notary seal impression must be clear and photographically reproducible. Impression must not cover text or lines. If seal impression smudges, re-seal if a sufficient area permits, otherwise complete a different acknowledgment form.
- Signature of the notary public must match the signature on file with the office of the county clerk.
  - Additional information is not required but could help to ensure this acknowledgment is not misused or attached to a different document.
  - Indicate title or type of attached document, number of pages and date.
  - Indicate the capacity claimed by the signer. If the claimed capacity is a corporate officer, indicate the title (i.e. CEO, CFO, Secretary).
- Securely attach this document to the signed document

EXHIBIT A – RETIREMENT BRIDGE LOGO

