

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
Principal Funds Distributor, Inc.		12/31/2006	CORPORATION: WASHINGTON
RECEIVING PARTY DATA			
Name:	Principal Financial Services, Inc.		
Street Address:	711 High Street		
City:	Des Moines		
State/Country:	IOWA		
Postal Code:	50392		
Entity Type:	CORPORATION: IOWA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2886314	COMMON SENSE. UNCOMMON SOLUTIONS.	
Registration Number:	1536726	NORTHWEST 50	
Registration Number:	1957801	NORTHWEST 50	
CORRESPONDENCE DATA			
Fax Number:	(847)441-0911		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	8474419100		
Email:	pto@nealmcdevitt.com		
Correspondent Name:	Richard B. Biagi		
Address Line 1:	1776 Ash Street		
Address Line 4:	Northfield, ILLINOIS 60093		
ATTORNEY DOCKET NUMBER:	44203-193/194/195		
NAME OF SUBMITTER:	Richard B. Biagi		
Signature:	/Richard B. Biagi/		

OP \$90.00 2886314

Date:

10/14/2008

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Assignor, Principal Funds Distributor, Inc., a Washington corporation, with its principal place of business at 1100 Investment Boulevard, El Dorado Hills, California 95762 USA ("Assignor"), is the owner of the marks set forth in Exhibit A ("the Marks"); and

WHEREAS, Assignor owns Federal Registrations for the Marks on the Principal Register of the United States Patent and Trademark Office; and

WHEREAS, Principal Financial Services, Inc., an Iowa corporation, with its principal place of business at 711 High Street, Des Moines, Iowa 50392 USA ("Assignee"), desires to acquire the Marks and the above-referenced registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the Marks, together with the goodwill symbolized by the Marks, and Registration Nos. 2,886,314, 1,536,726, and 1,957,801, *nunc pro tunc*, effective as of December 31, 2006.

PRINCIPAL FUNDS DISTRIBUTOR, INC.

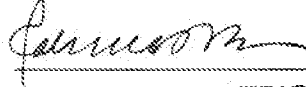
By: 
Name: PATRICIA A. BARRY
Title: ASSISTANT CORPORATE SECRETARY

EXHIBIT A

<u>Mark</u>	<u>Reg. No.</u>	<u>Registration Date</u>	<u>Goods and Services</u>
COMMON SENSE. UNCOMMON SOLUTIONS.	2,886,314	Sept. 21, 2004	Establishing and administering mutual funds for others; mutual fund brokerage, mutual fund distribution and investment of funds for others; maintaining mutual fund investment and fund investment accounts; funds investment; funds investment consultation; investment advice; financial portfolio management; financial planning services; providing an Internet website containing information related to the foregoing services
NORTHWEST 50	1,536,726	Apr. 25, 1989	Financial information services, namely compiling an index which monitors stock
NORTHWEST 50	1,957,801	Feb. 20, 1996	Financial services in the fields of funds investment