

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
American International Group, Inc.		06/17/2009	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	21st Century Insurance and Financial Services
Street Address:	3 Beaver Valley Road
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19803
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Registration Number:	3275078	21ST4KIDS
Registration Number:	3580331	ACCESSPOINT
Registration Number:	3052734	BUENA GENTE A QUIEN LLAMAR
Registration Number:	2348593	
Registration Number:	2562542	
Registration Number:	3306116	DRIVERS JUST LIKE YOU
Registration Number:	2726880	GET MORE: COVERAGE. SERVICE. SAVINGS
Serial Number:	77756364	GET MORE FOR LESS SAVINGS CARD
Registration Number:	3104544	GOOD PEOPLE TO CALL
Registration Number:	3299733	GOT PROTECTION
Registration Number:	3624353	JUST RIGHT. JUST FOR YOU.
Registration Number:	3018761	
Registration Number:	3328094	PRODUCT MANAGER WORKBENCH
Registration Number:	3181548	SAFE BOATERS MAKE SAFE DRIVERS

CH \$440.00 3275078

Registration Number:	3014442	
Registration Number:	2864617	SIMPLE, RELIABLE, LOW COST SINCE 1958.
Registration Number:	2474482	STAYING IN TOUCH WITH YOU

CORRESPONDENCE DATA

Fax Number: (312)616-5700
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312-616-5600
Email: trademarks@leydig.com
Correspondent Name: Leydig, Voit & Mayer, Ltd.
Address Line 1: Two Prudential Plaza, 180 N. Stetson Ave
Address Line 2: Suite 4900, ATTN: Mark J. Liss
Address Line 4: Chicago, ILLINOIS 60601-6731

ATTORNEY DOCKET NUMBER:	267370
NAME OF SUBMITTER:	Mark J. Liss
Signature:	/Mark J. Liss/
Date:	06/19/2009

Total Attachments: 4
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ASSIGNMENT OF SERVICE MARKS FROM AMERICAN INTERNATIONAL
GROUP, INC. TO 21ST CENTURY INSURANCE AND FINANCIAL SERVICES

WHEREAS, American International Group, Inc. (hereinafter "Assignor"), a Delaware corporation, having its principal place of business at 70 Pine Street, New York, New York 10270, has adopted, used and is the owner of the service marks as shown on Schedule A hereto (hereinafter, the "Marks");

WHEREAS, 21st Century Insurance and Financial Services (hereinafter "Assignee"), a Delaware corporation, having its principal place of business at 3 Beaver Valley Road, Wilmington, Delaware 19803, is desirous of acquiring the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks and any applications and registrations therefor, and including all common-law and other rights in the Marks, all claims, demands and causes of action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of the Marks and any applications and registrations therefor prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment to take effect on June 17, 2009.

AMERICAN INTERNATIONAL GROUP, INC.

Kathleen E. Shannon
Kathleen E. Shannon
Senior Vice President, Secretary and
Deputy General Counsel

State of New York)
)SS:
County of New York)

On this 17th day of June, 2009 before me, a Notary Public in and for said county, appeared Kathleen E. Shannon, personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that she signed and delivered the document as her free and voluntary act for the uses and purposes therein set forth.

Elizabeth R. Pearce
Notary Public

ELIZABETH R. PEARCE
Notary Public, State of New York
No: 01PE5085385
Qualified in New York County
Commission Expires Sept. 22, 2009

My commission expires: 9-22-09

AMERICAN INTERNATIONAL GROUP, INC.

MARK	SERIAL NO.
21 ST 4KIDS AND DESIGN	3275078
ACCESSPOINT	3580331
BUENA GENTE A QUIEN LLAMAR	3052734
COLUMN DESIGN	2348593
COLUMN DESIGN	2562542
DRIVERS JUST LIKE YOU	3306116
GET MORE. COVERAGE. SERVICE. SAVINGS.	2726880
GET MORE FOR LESS SAVINGS CARD	77756364
GOOD PEOPLE TO CALL	3104544
GOT PROTECTION	3299733
JUST RIGHT. JUST RIGHT FOR YOU.	3624353
MOTORCYCLE DESIGN	3018761
PRODUCT MANAGER WORKBENCH	3328094
SAFE BOATERS MAKES SAFE DRIVERS	3181548

AMERICAN INTERNATIONAL GROUP, INC.

MARK	REG. NO.
SEATBELT DESIGN	3014442
SIMPLE, RELIABLE, LOW COST SINCE 1958	2864617
STAYING IN TOUCH WITH YOU	2474482

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