

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
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: 5			
Property Type	Number	Word Mark	
Serial Number:	77703416	21ST AUTO PAY	
Serial Number:	77615947	21ST SECURITY ADVANTAGE	
Serial Number:	77459260	JUST RIGHT CHALLENGE	
Serial Number:	77459303	JUST RIGHT IDEAS	
Serial Number:	77451238	THE JUST RIGHT POLICY	
CORRESPONDENCE DATA			
Fax Number:	(312)616-5700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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		

CH \$140.00 77703416

NAME OF SUBMITTER:	Mark J. Liss
Signature:	/Mark J. Liss/
Date:	06/19/2009
Total Attachments: 3 source=ITU Assignment AIG-21st Century-267370#page1.tif source=ITU Assignment AIG-21st Century-267370#page2.tif source=ITU Assignment AIG-21st Century-267370#page3.tif	

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, 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 the successor to that portion of the business to which said Marks pertain, and their applications thereto;

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 6-17, 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

My commission expires: 9-22-09

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

AMERICAN INTERNATIONAL GROUP, INC.

MARK	REGISTRATION
21 ST AUTO PAY	771703416
21 ST SECURITY ADVANTAGE	771615947
JUST RIGHT CHALLENGE	771459260
JUST RIGHT IDEAS	771459303
THE JUST RIGHT POLICY	771451238

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