

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
Richline Group, Inc.		10/12/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Columbia Insurance Company		
Street Address:	3024 Hamey Street		
City:	Omaha		
State/Country:	NEBRASKA		
Postal Code:	68131		
Entity Type:	CORPORATION: NEBRASKA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3465846	UNCONDITIONAL LOVE	
CORRESPONDENCE DATA			
Fax Number:	(913)647-9057		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	9136479050		
Email:	tmdocketing.herman@hoveywilliams.com		
Correspondent Name:	Joan Optican Herman		
Address Line 1:	10801 Mastin Blvd., Suite 1000		
Address Line 4:	Overland Park, KANSAS 66210		
ATTORNEY DOCKET NUMBER:	41153		
NAME OF SUBMITTER:	Joan Optican Herman		
Signature:	/JOH/		
Date:	10/28/2009		

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Total Attachments: 1
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ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT OF TRADEMARK is made effective this 12th day of October 2009 by Richline Group, Inc., a Delaware corporation with its principal place of business at 115 South MacQuesten Parkway, Mount Vernon, New York 10550 ("Assignor"), in favor of Columbia Insurance Company, a Nebraska corporation with its principal place of business at 3024 Harney Street, Omaha, Nebraska 68131 ("Assignee").

WHEREAS, Assignor is the owner of the mark "Unconditional Love" (the "Mark"), which is registered in the United States Patent and Trademark Office with the registration number 3,465,846; and

WHEREAS, Assignor desires to assign all the right, title and interest of Assignor in and to the Mark and the registration thereof, together with the goodwill of the business symbolized by the Mark to Assignee, and Assignee desires to accept such assignment in accordance herewith.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set unto Assignee all right, title and interest of Assignor in and to the Mark and the registration thereof, Reg. No. 3,465,846, together with the good will of the business symbolized by the Mark, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors and assigns, as well as all rights to sue and recover damages for past, present or future infringements or misappropriations thereof. Assignee, at its sole cost and expense, shall make any necessary filings and take any necessary action to record and evidence such assignment.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representative effective on the date first above written.

RICHLINE GROUP, INC.

By: *Dennis Ulrich*
Dennis Ulrich, Chief Executive Officer

COLUMBIA INSURANCE COMPANY

By: *Brennan Neville*
Name: *Brennan Neville*
Title: *Assistant Secretary*