

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
ACM Trademarks, LLC		07/13/2009	LIMITED LIABILITY COMPANY: IOWA
RECEIVING PARTY DATA			
Name:	Grey Panthers Limited		
Street Address:	St Helen's 1 Undershaft		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	EC3P 3DQ		
Entity Type:	United Kingdom Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77512335	AVIVA INVESTORS	
CORRESPONDENCE DATA			
Fax Number:	(602)382-6070		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(602) 382-6572		
Email:	enielsen@swlaw.com		
Correspondent Name:	Eric M. Nielsen		
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Address Line 4:	Phoenix, ARIZONA 85004-2202		
ATTORNEY DOCKET NUMBER:	51842.3300		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

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**TRADEMARK
 REEL: 004102 FRAME: 0368**

Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Eric Nielsen

Signature:

/Eric Nielsen/

Date:

11/24/2009

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, ACM Trademarks, LLC, an Iowa, United States LLC, having a mailing address at 699 Walnut Street, Suite 1700, Des Moines, Iowa 50309-3948, United States (“Assignor”), has adopted, used, and is using the trademark **AVIVA INVESTORS** in connection with providing financial and insurance consultancy services (the “Trademark”) at least as early as September 2008; and has filed applications for registration of the Trademark, which applications are pending in the United States Patent and Trademark Office as Application No. 77/512,335, and the Canadian Intellectual Property Office as Application No. 1,407,040 (the “Applications”); and

WHEREAS, Grey Panthers Limited, United Kingdom Company No. 02346461, having a mailing address at St Helen’s, 1 Undershaft, London, EC3P 3DQ, United Kingdom (“Assignee”), desires to acquire all rights in and to said Trademark and the related Applications;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers unto Assignee, its successors, assigns, and legal representatives, the full and exclusive worldwide right, title, and interest in and to the Trademark, including the goodwill of the business symbolized by the Trademark, and any Applications for registration thereof, and the right to sue for and collect damages for infringements and past infringements thereof.

Assignor hereby authorizes and requests the United States Patent and Trademark Office and the Canadian Intellectual Property Office to record this Assignment for the sole benefit of Assignee, its successors, assigns, and legal representatives.

Assignor hereby agrees, upon request of Assignee, and without further remuneration, to promptly provide Assignee with all pertinent facts and documents relating to the foregoing Trademark and Applications as reasonably may be known and accessible to Assignor.

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SIGNATURE PAGE FOLLOWS

ACM Trademarks, LLC, Assignor

By: Linda Olson

Linda Olson

Secretary