

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Entrecor Group, Inc.		01/27/2010	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	American Republic Insurance Company		
<b>Street Address:</b>	601 6th Avenue		
<b>City:</b>	Des Moines		
<b>State/Country:</b>	IOWA		
<b>Postal Code:</b>	50309		
<b>Entity Type:</b>	CORPORATION:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2819332	IS IT POSSIBLE TO BE OVER INSURED YET UNDER PROTECTED?	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(515)247-2559		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Email:</b>	amanda.aten@americanenterprise.com		
<b>Correspondent Name:</b>	Amanda Aten		
<b>Address Line 1:</b>	601 6th Avenue		
<b>Address Line 4:</b>	Des Moines, IOWA 50309		
<b>NAME OF SUBMITTER:</b>	Amanda K. Aten		
<b>Signature:</b>	/Amanda K. Aten/		
<b>Date:</b>	01/27/2010		

OP \$40.00 2819332

Total Attachments: 3  
 source=Assignment Is it Possible to be Overinsured Yet Underprotected#page1.tif

**900153170**

**TRADEMARK**  
**REEL: 004138 FRAME: 0357**

source=Assignment Is it Possible to be Overinsured Yet Underprotected#page2.tif  
source=Assignment Is it Possible to be Overinsured Yet Underprotected#page3.tif

TRADEMARK ASSIGNMENT

This Assignment ("ASSIGNMENT") is made effective as of this 27 day of January, 2010 between The Entrecor Group, Inc., a corporation formed in accordance with the laws of Iowa (ASSIGNOR"), and American Republic Insurance Company, a corporation formed in accordance with the laws of Iowa ("ASSIGNEE"):

WHEREAS, ASSIGNOR is the owner of the trademark ("the Mark") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods on which the Mark is used ("the Products").

WHEREAS, ASSIGNEE desires to acquire all right, title and interest in and to the Mark.

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Mark, together with (1) the goodwill of the business relating to the Products in respect upon which the Marks are used and for which they are registered; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; (3) all rights to sue for past, present and future infringements or misappropriations of the Mark; (4) all rights to renew any registrations included in the Mark and the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Mark; and (5) any other priority right that may arise from the Mark, the same to be held and enjoyed by ASSIGNEE as fully and entirely as said interest could have been held and enjoyed by ASSIGNOR had this sale, assignment, transfer and conveyance not been made.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

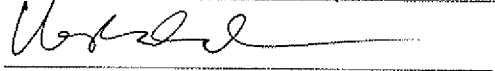
ASSIGNOR—The Entrecor Group, Inc.



By: Mike Fitzgerald

Title: VP & General Counsel

ASSIGNEE—American Republic Insurance Company



By: Mike Fitzgerald

Title: VP & General Counsel

ACKNOWLEDGEMENT

State Of Iowa )  
 )  
County of Polk )

On this \_\_\_\_ day of \_\_\_\_\_, 2010 before me, \_\_\_\_\_, Notary Public, personally appeared \_\_\_\_\_, known by me to be the person of the above name, duly authorized to execute this Assignment on behalf of \_\_\_\_\_, and who signed and executed the foregoing instrument ton behalf of \_\_\_\_\_.

Given under my hand and seal of office this \_\_\_\_ day of \_\_\_\_\_, 2010.

My commission expires:

\_\_\_\_\_

\_\_\_\_\_  
Notary Public

EXHIBIT A  
TRADEMARKS

Mark	Serial #	Registration #	Filing Date	Registration Date
Is It Possible To Be Overinsured Yet Underprotected®	76503749	2819332	April 3, 2003	March 2, 2004