

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
AEGON Financial Services Group, Inc.		02/15/2010	CORPORATION: MINNESOTA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Monumental Life Insurance Company		
<b>Street Address:</b>	400 W. Market Street		
<b>Internal Address:</b>	AEGON Center		
<b>City:</b>	Louisville		
<b>State/Country:</b>	KENTUCKY		
<b>Postal Code:</b>	40202		
<b>Entity Type:</b>	CORPORATION: IOWA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2324857	ADVISOR RESOURCES	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(502)587-6391		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	502-587-3400		
Email:	jwheat@stites.com		
Correspondent Name:	Jack A. Wheat		
Address Line 1:	400 West Market Street, Suite 1800		
Address Line 2:	Stites & Harbison PLLC		
Address Line 4:	LOUISVILLE, KENTUCKY 40202		
ATTORNEY DOCKET NUMBER:	544W/00009		
NAME OF SUBMITTER:	Memorie Stofferahn		
Signature:	/memorie stofferahn/		

OP \$40.00 2324857

**900154728**

**TRADEMARK**  
**REEL: 004149 FRAME: 0391**

Date:

02/15/2010

Total Attachments: 1

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**ASSIGNMENT OF SERVICE MARK**

This *nunc pro tunc* ASSIGNMENT OF SERVICE MARK is entered into by and between, AEGON Financial Services Group, Inc., a Minnesota corporation, with its principal place of business at AEGON Center, 400 West Market Street, Louisville, Kentucky 40202 ("Assignor") and Monumental Life Insurance Company, an Iowa corporation of the same address ("Assignee").

WHEREAS, Assignor is the record owner of the mark ADVISOR RESOURCES, which mark is the subject of a registration on the Principal Register of the United States Patent and Trademark Office, namely Registration No. 2,324,857, registered on February 29, 2000 ("the Mark"); and

WHEREAS, Assignor, effective at least as early as January 1, 2005, assigned said mark and the good will associated therewith to Assignee; and

WHEREAS, Assignee desires to acquire record title ownership of the Mark and the above-referenced registration together with the goodwill of the business symbolized by said mark.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, effective January 1, 2005, all right, title, and interest in (including the right to bring action against any past or present infringers thereof), together with the goodwill symbolized by the following:

The mark ADVISOR RESOURCES, Registration No. 2,324,857.

AEGON Financial Services Group, Inc.

By: *Frank Camp*  
Frank Camp, Secretary

Date: 2-15-10

SUBSCRIBED and SWORN to before me by Frank Camp, as Secretary of AEGON Financial Services Group, Inc., this 15<sup>th</sup> day of February, 2010.

My commission expires: 4-11-12



[Seal]

*Melanie A. Fortin*  
Notary Public