

USPTO

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TO: RICHARD J. GROOS COMPANY: 600 CONGRESS AVENUE, SUITE 2400

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.107/20/2010  
900167349

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT		
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Assignee name previously recorded on Reel 004008 Frame 0577. Assignor(s) hereby confirms the Assignee name should read AIG Marketing, Inc. dba 21st Century Insurance and Financial Services.		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	American International Group, Inc.		06/17/2009
			Entity Type
			CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	AIG Marketing, Inc. dba 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:	(512)538-4598		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	512.474.5201		
Email:	aotrademark@fulbright.com		
Correspondent Name:	Richard J. Groos		
Address Line 1:	600 Congress Avenue, Suite 2400		
Address Line 4:	Austin, TEXAS 78701		

OP \$140.00 77703416

TRADEMARK

700442064

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TO: RICHARD J. GROOS COMPANY: 800 CONGRESS AVENUE, SUITE 2400

ATTORNEY DOCKET NUMBER:	FARC:002/10906628
NAME OF SUBMITTER:	Richard J. Groos
Signature:	/Richard J. Groos/
Date:	07/20/2010
Total Attachments: 6 source=farc:assignment#page1.tif source=farc:assignment#page2.tif source=farc:assignment#page3.tif source=farc:assignment#page4.tif source=farc:assignment#page5.tif source=farc:assignment#page6.tif	

TRADEMARK

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6/22/2009 9:42:39 PM PAGE 4/005 FAX SERVER

TO: LEYDIG, VOIT &amp; MAYER, LT COMPANY: TWO PRUDENTIAL PLAZA, 180 N. STETSON AV

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.106/19/2009  
900136739

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name		Formerly	Entity Type
American International Group, Inc.			CORPORATION: DELAWARE
Execution Date		06/17/2009	
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:	77703418	21ST AUTO PAY	
Serial Number:	77815947	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:	312-616-5800		
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 5140.00 77703416

TRADEMARK  
REEL: 004245 FRAME: 0547

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07/22/2009 3:42:39 PM PAGE 3/003 FAX DELIVER

TO: LEYDIG, VOIT & MAYER, L<sup>T</sup> COMPANY: TWO PRUDENTIAL PLAZA, 180 N. STETSON AV

NAME OF SUBMITTER:	Mark J. Liss
Signature:	/Mark J. Liss/
Date:	08/19/2009
<b>Total Attachments: 3</b> 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	

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TO: RICHARD J. GROOS COMPANY: 600 CONGRESS AVENUE, SUITE 2400

ASSIGNMENT OF SERVICE MARKS FROM AMERICAN INTERNATIONAL  
GROUP, INC. TO 21<sup>ST</sup> 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, 21<sup>st</sup> 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.

TRADEMARK

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TO: RICHARD J. GROOS COMPANY: 600 CONGRESS AVENUE, SUITE 2400

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: 01PE5066365  
Qualified in New York County  
Commission Expires Sept. 22, 2009

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TO: RICHARD J. GROOS COMPANY: 600 CONGRESS AVENUE, SUITE 2400

AMERICAN INTERNATIONAL GROUP, INC.

MARK	77703416
21 <sup>st</sup> AUTO PAY	77615947
21 <sup>st</sup> SECURITY ADVANTAGE	77459260
JUST RIGHT CHALLENGE	77459303
JUST RIGHT IDEAS	77451238
THE JUST RIGHT POLICY	

6/18/09 10:21 AM

TRADEMARK