# TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---|---|---|---|
| Prudential Investment Management, Inc. | | 07/14/2010 | CORPORATION: NEW JERSEY |

RECEIVING PARTY DATA

| | |
|---|---|
| Name: | The Prudential Insurance Company of America |
| Street Address: | 751 Broad Street |
| City: | Newark |
| State/Country: | NEW JERSEY |
| Postal Code: | 07102 |
| Entity Type: | CORPORATION: NEW JERSEY |

PROPERTY NUMBERS Total: 1

| Property Type | Number | Word Mark |
|---|---|---|
| Registration Number: | 2965192 | PREI |

CORRESPONDENCE DATA

Fax Number: (973)367-7121
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*
Phone: 973-367-7107
Email: diego.jara@prudential.com
Correspondent Name: Dorothy von Hollen
Address Line 1: 213 Washington Street- Mezz
Address Line 4: Newark, NEW JERSEY 07102

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|---|---|
| NAME OF SUBMITTER: | Dorothy von Hollen |
| Signature: | /Dorothy von Hollen/ |
| Date: | 07/29/2010 |

Total Attachments: 1

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# TRADEMARK ASSIGNMENT

WHEREAS, **Prudential Investment Management, Inc.**, a New Jersey corporation with an office located at 8 Campus Drive, Parsippany, New Jersey 07054 (**"Assignor"**) is the owner of all rights, title and interest in the mark **PREI** and its registration in U.S. Patent and Trademark Office Registration No. 2,965,192 (collectively, the "Trademark");

WHEREAS, **The Prudential Insurance Company of America,** a New Jersey corporation with offices located at 751 Broad Street, Newark, New Jersey 07102 (**"Assignee"**) is desirous of acquiring the entire right, title and interest in and to the Trademark and all goodwill of the business symbolized by and associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all rights, title and interest in and to said Trademark, and all goodwill of the business symbolized by and associated therewith.

**Prudential Investment Management, Inc.**

By: Ellen T Kendall

Print Name: Ellen T. Kendall

Title: Vice President

Date: July 14, 2010