

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
AIG Marketing, Inc.		10/16/2009	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	21st Century Insurance and Financial Services Inc.
Street Address:	3 Beaver Valley Road
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19803
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 23**

Property Type	Number	Word Mark
Registration Number:	2348593	
Registration Number:	2474482	STAYING IN TOUCH WITH YOU
Registration Number:	2562542	
Registration Number:	2726880	GET MORE: COVERAGE. SERVICE. SAVINGS
Registration Number:	3014442	
Registration Number:	2864617	SIMPLE, RELIABLE, LOW COST SINCE 1958.
Registration Number:	3052734	BUENA GENTE A QUIEN LLAMAR
Registration Number:	3104544	GOOD PEOPLE TO CALL
Registration Number:	3306116	DRIVERS JUST LIKE YOU
Registration Number:	3328094	PRODUCT MANAGER WORKBENCH
Registration Number:	3624353	JUST RIGHT. JUST FOR YOU.
Registration Number:	3580331	ACCESSPOINT
Registration Number:	3748980	GET MORE FOR LESS SAVINGS CARD
Registration Number:	3181548	SAFE BOATERS MAKE SAFE DRIVERS

OP \$590.00 2348593

Registration Number:	3018761	
Registration Number:	3299733	GOT PROTECTION
Registration Number:	3275078	21ST4KIDS
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
Serial Number:	77622833	

**CORRESPONDENCE DATA**

Fax Number: (512)536-4598  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 512.474.5201  
Email: aotrademark@fulbright.com, kpfertner@fulbright.com  
Correspondent Name: Richard J. Groos  
Address Line 1: 600 Congress Avenue, Suite 2400  
Address Line 4: Austin, TEXAS 78701

ATTORNEY DOCKET NUMBER:	FARC:002/10906628
NAME OF SUBMITTER:	Richard J. Groos
Signature:	/Richard J. Groos/
Date:	08/02/2010

Total Attachments: 2  
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source=AIG Marketing Inc. to 21st Century Insurance and Financial Services Inc#page2.tif

# Delaware

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*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "AIG MARKETING, INC." CHANGING ITS NAME FROM "AIG MARKETING, INC." TO "21ST CENTURY INSURANCE AND FINANCIAL SERVICES, INC.", FILED IN THIS OFFICE ON THE TWENTY-THIRD DAY OF OCTOBER, A.D. 2009, AT 6:18 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF AMENDMENT IS THE FIRST DAY OF JANUARY, A.D. 2010.

2054928 8100

091095225

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 7695646

DATE: 12-14-09

TRADEMARK  
REEL: 004252 FRAME: 0297

STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT OF  
CERTIFICATE OF INCORPORATION

The corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware does hereby certify:

FIRST: That the Board of Directors of AIG Marketing, Inc., by the unanimous written consent of its members, filed with the minutes of the Board, adopted a resolution proposing and declaring advisable the following amendments to the Certificate of Incorporation of said corporation to become effective January 1, 2010:

RESOLVED, that the Certificate of Incorporation of this corporation be amended by changing the Article thereof numbered "Article 1" so that, as amended, said Article shall be and read as follows:

"1. The name of the corporation is 21st Century Insurance and Financial Services Inc.

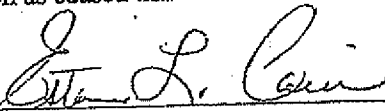
FURTHER RESOLVED, that the Certificate of Incorporation of this corporation be amended by changing the Article thereof numbered "Article 2" so that, as amended, said Article shall be and read as follows:

"2. The location of the registered office of the corporation in the State of Delaware is 21st Century Plaza, 3 Beaver Valley Road in the City of Wilmington, County of New Castle. The name of its registered agent at such address is 21st Century Insurance and Financial Services Inc., Office of the General Counsel."

SECOND: That in lieu of a meeting and vote of stockholders, the stockholders have given written consent to said amendment in accordance with the provisions of Section 228 of the General Corporation Law of the State of Delaware and written notice of the adoption of the amendment has been given as provided in Section 228 of the General Corporation Law of the State of Delaware to every stockholder entitled to such notice.

THIRD: That the aforesaid amendment was duly adopted in accordance with the applicable provisions of Sections 242 and 228 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, said corporation as caused this certificate to be signed this  
16<sup>th</sup> day of October, 2009.

By:   
Senior Vice President,  
Title: General Counsel & Secretary  
Name: Esta L. Cain