

TRADEMARK ASSIGNMENT

Electronic 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
AXA Equitable Life Insurance Company		11/19/2010	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	AXA		
Street Address:	25 Avenue Matignon		
City:	Paris		
State/Country:	FRANCE		
Postal Code:	F-75008		
Entity Type:	CORPORATION: FRANCE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77487126	REDEFINING / STANDARDS	
CORRESPONDENCE DATA			
Fax Number: (202)783-6031 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: (202) 783-6040 Email: PTO-TM-Email@rothwellfigg.com Correspondent Name: Rothwell, Figg, Ernst & Manbeck, pc Address Line 1: 1425 K Street NW Address Line 2: Suite 800 Address Line 4: Washington, DISTRICT OF COLUMBIA 20005			
ATTORNEY DOCKET NUMBER:	3908-145		
DOMESTIC REPRESENTATIVE			
Name: Rothwell, Figg, Ernst & Manbeck, pc Address Line 1: 1425 K Street NW			

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TRADEMARK
REEL: 004434 FRAME: 0845

Address Line 2: Suite 800

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

NAME OF SUBMITTER:

Anne M. Sterba

Signature:

/Anne M. Sterba/

Date:

12/14/2010

Total Attachments: 1

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ASSIGNMENT OF INTENT-TO-USE APPLICATION FOR REGISTRATION

WHEREAS, AXA Equitable Life Insurance Company, a corporation of New York ("ASSIGNOR"), with a principal place of business at 1290 Avenue of the Americas, New York, New York, 10104, U.S.A., has filed an intent-to-use application for registration in the United States Patent and Trademark Office of the mark REDEFINING/STANDARDS, Serial No. 77/487,126, filed May 30, 2008 (hereinafter "the Mark and the Application"); and

WHEREAS, AXA, a corporation of France ("ASSIGNEE"), with a principal place of business at 25 Avenue Matignon F-75008 Paris, France, is desirous of acquiring the Mark and the Application together with the portion of ASSIGNOR's business to which the Mark and the Application pertain;

NOW, THEREFORE, for good and valuable consideration, receipt and adequacy of which is hereby acknowledged, ASSIGNOR does hereby assign unto ASSIGNEE all right, title and interest in and to the Mark and the Application, together with the portion of business of ASSIGNOR to which the Mark and the Application pertain and any good will of the business symbolized by the Mark. ASSIGNEE is thus a successor in the business of ASSIGNOR.

The Commissioner of Patents and Trademarks is requested to issue the certificate of registration to ASSIGNEE.

AXA Equitable Life Insurance Company

By: Stacy Braun

Typed Name: Stacy Braun

Typed Title: SVP

Date: 11/19/10