

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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
Registration Number:	3759282	REDEFINING / STANDARDS

CORRESPONDENCE DATA**Fax Number:** (202)783-6031*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.***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:**

3908-142

DOMESTIC REPRESENTATIVE**Name:** Rothwell, Figg, Ernst & Manbeck, pc**Address Line 1:** 1425 K Street NW**900178945****TRADEMARK**
REEL: 004434 FRAME: 0848

CH \$40.00 3759282

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 REGISTRATION

WHEREAS, AXA Equitable Life Insurance Company, a corporation of New York, of 1290 Avenue of the Americas, New York, New York, 10104, U.S.A. (Assignor), has adopted and is using the mark REDEFINING/STANDARDS, which is registered in the United States Patent and Trademark Office, Registration No. 3,759,282, dated March 9, 2010 (the Mark and Registration); and

WHEREAS, AXA, a corporation of France, of 25 Avenue Matignon F-75008 Paris, France (Assignee), is desirous of acquiring the Mark and the Registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt and adequacy of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title and interest in and to the Mark, together with all rights of past infringement and the good will of the business symbolized by the Mark, and the Registration thereof.

AXA Equitable Life Insurance Company

By: 

Typed Name: Stacy Braun

Typed Title: SVP

Date: 11/19/10