

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
The Prudential Insurance Company of America		04/25/2011	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Institutional Retirement Income Council		
Street Address:	200 Wood Avenue South		
City:	Iselin		
State/Country:	NEW JERSEY		
Postal Code:	08830		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3934989	INSTITUTIONAL RETIREMENT INCOME COUNCIL INNOVATION, COMMUNICATION, EVALUATION.	
CORRESPONDENCE DATA			
Fax Number:	(973)367-7121		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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		
NAME OF SUBMITTER:	Dorothy von Hollen		
Signature:	/Dorothy von Hollen/		
Date:	04/26/2011		
Total Attachments: 1 source=INSTITUTIONAL RETIREMENT INCOME COUNCIL INNOVATION, COMMUNICATION, EVALUATION and Design Assignment#page1.tif			

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TRADEMARK ASSIGNMENT

WHEREAS, **The Prudential Insurance Company of America**, a New Jersey corporation with an office located at 751 Broad Street, Newark, New Jersey 07102 ("Assignor") is the owner of all rights, title and interest in the mark INSTITUTIONAL RETIREMENT INCOME COUNCIL INNOVATION, COMMUNICATION, EVALUATION. and Design and its registration in U.S. Patent and Trademark Office Registration No. 3,934,989 (collectively, the "Trademark") (depicted below);



WHEREAS, **Institutional Retirement Income Council**, a New Jersey corporation with offices located at 200 Wood Avenue South, Iselin, NJ 08830 ("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.

The Prudential Insurance Company of America

By: James J. Mahaney
Print Name: JAMES J. MAHANEY
Title: VICE PRESIDENT
Date: APRIL 25, 2011