

TRADEMARK ASSIGNMENT

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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
The Signal		04/20/2011	LIMITED PARTNERSHIP: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Assurant, Inc.		
Street Address:	One Chase Manhattan Plaza		
Internal Address:	41st Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10005		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1417659	THE SIGNAL	
Registration Number:	1729817	DIAL DIRECT	
Registration Number:	2189250	DIRECT PROTECT	
CORRESPONDENCE DATA			
Fax Number:	(612)877-5999		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612-877-5443		
Email:	ipmsd@moss-barnett.com		
Correspondent Name:	Marsha Stolt, Esq., MOSS & BARNETT, PA		
Address Line 1:	90 So. Seventh St.		
Address Line 2:	4800 Wells Fargo Ctr.		
Address Line 4:	Minneapolis, MINNESOTA 55402-4129		
ATTORNEY DOCKET NUMBER:	51305.350001		

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**TRADEMARK
 REEL: 004530 FRAME: 0469**

NAME OF SUBMITTER:	Marsha Stolt
Signature:	/MS/
Date:	04/28/2011
Total Attachments: 3 source=SIGNAL#page1.tif source=SIGNAL#page2.tif source=SIGNAL#page3.tif	

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, effective as of the date of signing, is made by and between The Signal ("Assignor") and Assurant, Inc. ("Assignee").

WHEREAS, Assignor, a limited partnership organized under the laws of Pennsylvania and having a place of business at 676 E. Swedesford Road, Suite 300, Wayne Pennsylvania 19087, has adopted, used and is using the marks shown on the attached Schedule A (the "Marks"), registered in the U.S. Patent and Trademark Office under the number shown therein; and

WHEREAS, Assurant, Inc., a corporation organized and existing under the laws of the State of Delaware, having a place of business at One Chase Manhattan Plaza, New York, New York 10005, desires to acquire the Marks together with the good will of the business symbolized by the Marks, and to enjoy the protection of any registrations that have or shall issue in connection with the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor does hereby assign, transfer and sell unto Assignee, its successors and assigns, all right, title and interest in and to the Marks together with the good will of the business symbolized by the Marks, and all registrations that have or shall issue in connection with the Marks, including any applications pending for registration of the Marks. Assignor further sells, assigns and transfers unto Assignee its entire right, title and interest in and to any and all causes of action and rights of recovery for past infringement of the Marks.

This assignment shall be binding upon the successors and assigns of Assignor and shall inure to the benefit of the successors and assigns of Assignee.

IN WITNESS WHEREOF, said Assignor has executed and delivered this instrument as set forth below.

THE SIGNAL

Date: April 20, 2011

By: 
Name: Thomas K. Cloetingh

Title: President

SCHEDULE A

Mark	Reg. No.	Reg. Date
THE SIGNAL	1,417,659	November 18, 1986
DIAL DIRECT	1,729,817	November 3, 1992
DIRECT PROTECT	2,189,250	September 15, 1998

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