

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
FBL Financial Group, Inc.		11/18/2011	CORPORATION: IOWA

RECEIVING PARTY DATA

Name:	EquiTrust Life Insurance Company
Street Address:	5400 University Avenue
City:	West Des Moines
State/Country:	IOWA
Postal Code:	50266
Entity Type:	CORPORATION: IOWA

PROPERTY NUMBERS Total: 24

Property Type	Number	Word Mark
Registration Number:	3393340	BUILDER BONUS INDEX
Registration Number:	3313185	CERTAINTY SELECT
Registration Number:	3531395	CHOICEFOUR
Registration Number:	3409734	CONFIDENCE INCOME ANNUITY
Registration Number:	3165798	MARKETBOOSTER INDEX
Registration Number:	3068750	MARKETPOWER BONUS INDEX
Registration Number:	3025992	MARKETSEVEN INDEX
Registration Number:	3516886	MARKETTEN BONUS INDEX ANNUITY
Registration Number:	3516887	MARKETTEN INDEX ANNUITY
Registration Number:	2986618	MARKETVALUE INDEX
Registration Number:	3867711	MARKETTWELVE BONUS INDEX
Registration Number:	3370724	PERFORMANCE BONUS INDEX
Registration Number:	3935556	WEALTHSURE LIFE
Registration Number:	2595710	EQUITRUST

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Registration Number:	2549979	
Registration Number:	2250530	EQUITRUST
Registration Number:	2933477	EQUITRUST FINANCIAL GROUP, INC.
Registration Number:	2802783	EQUITRUST FINANCIAL SERVICES
Registration Number:	2286397	EQUITRUST LIFE INSURANCE COMPANY
Serial Number:	77916894	LEGACYSURE LIFE
Serial Number:	85294476	ELITE SERIES ANNUITY
Serial Number:	85081467	WEALTHMAX LIFE
Serial Number:	85081450	WEALTHMAX BONUS LIFE
Serial Number:	85368271	INCOME POWER

CORRESPONDENCE DATA

Fax Number: (515)242-2488
Phone: 515-242-2428
Email: rjohnson@brownwinick.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Correspondent Name: G. Brian Pingel
Address Line 1: 666 Grand Ave. - Suite 2000
Address Line 2: BrownWinick Law Firm
Address Line 4: Des Moines, IOWA 50309

ATTORNEY DOCKET NUMBER:	14537/0001
NAME OF SUBMITTER:	G. Brian Pingel
Signature:	/G. Brian Pingel/
Date:	11/29/2011

Total Attachments: 3
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ASSIGNMENT

WHEREAS, **FBL Financial Group, Inc.**, ("Assignor") an Iowa corporation, having its principal offices at 5400 University Avenue, West Des Moines, Iowa 50266, has adopted, used, is using and is the owner of the following marks which are registered trademarks or covered by pending applications in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Reg. No./Appln. No.</u>	<u>Reg. Date/Appln. Date</u>
Builder Bonus Index	3,393,340	03/04/2008
Certainty Select	3,313,185	10/16/2007
ChoiceFour	3,531,395	11/11/2008
Confidence Income Annuity	3,409,734	04/08/2008
MarketBooster Index	3,165,798	10/31/2006
MarketPower Bonus Index	3,068,750	03/14/2006
MarketSeven Index	3,025,992	12/13/2005
MarketTen Bonus Index Annuity	3,516,886	10/14/2008
MarketTen Index Annuity	3,516,887	10/14/2008
MarketValue Index	2,986,618	08/16/2005
MarketTwelve Bonus Index	3,867,711	10/26/2010
Performance Bonus Index	3,370,724	01/15/2008
WealthSure Life	3,935,556	03/22/2011

<u>Date of Trademark</u>	<u>Reg. No./Appln. No.</u>	<u>Reg. Date/Appln. Date</u>
EquiTrust and Column Design	2,595,710	07/16/2002
EquiTrust Column Design	2,549,979	03/19/2002
EquiTrust	2,250,530	06/01/1999
EquiTrust Financial Group, Inc.	2,933,477	03/15/2005
EquiTrust Financial Services	2,802,783	01/06/2004
EquiTrust Life Insurance Company	2,286,397	10/12/1999
LegacySure Life	77/916,894	01/21/2010**
Elite Series Annuity	85/294,476	04/13/2011**
WealthMax Life	85/081,467	07/09/2010**
WealthMax Bonus Life	85/081,450	07/09/2010**
Income Power	85/368,271	07/11/2011**

** Date Filed

WHEREAS, **EquiTrust Life Insurance Company**, ("Assignee") a corporation organized and existing under the laws of Iowa and having a place of business at 5400 University Avenue, West Des Moines, Iowa 50266, is desirous of acquiring the entire right, title and interest in and to said trademarks and applications and in and to any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business associated with such marks.

THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor has sold, assigned, transferred and does hereby sell, assign, and transfer unto Assignee, its successors or assigns, the entire right, title and interest in said trademarks and applications and in and to any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business associated with such marks and any right to recover for past infringement thereof.

Dated this 18th day of November, 2011.

FBL Financial Group, Inc.

Assignor

By: David A. McNeil

Title: General Counsel & Secretary

Assignment - FBL Financial - EquiTrust Life Ins. Company 11-10-2011