

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		02/16/2012	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:	3927069	INSTITUTIONAL RETIREMENT INCOME COUNCIL	
CORRESPONDENCE DATA			
Fax Number:	(973)367-7121		
Phone:	973-367-7107		
Email:	diego.jara@prudential.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
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:	02/23/2012		
Total Attachments: 1 source=INSTITUTIONAL RETIREMENT INCOME COUNCIL Reg. No. 3927069 Assignment#page1.tif			

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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** and its registration in U.S. Patent and Trademark Office Registration Nos. 3,927,069 (collectively, the "Trademark").

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: Cy T. Hess

Print Name: Cy T. Hess

Title: VP. Institutional Income

Date: 2/16/12