

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
American Republic Insurance Company		03/01/2011	CORPORATION: IOWA

**RECEIVING PARTY DATA**

Name:	The Entrecor Group, Inc.
Doing Business As:	Americare Group
Street Address:	4249 NW 109th Street
City:	Urbandale
State/Country:	IOWA
Postal Code:	50322
Entity Type:	CORPORATION: IOWA

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Registration Number:	2792628	ENTRECOR
Registration Number:	2851587	ENTRECOR
Registration Number:	2792629	
Registration Number:	2801190	THE ENTRECOR GROUP
Registration Number:	2909661	AMERICARE
Registration Number:	2892748	AMERICARE
Registration Number:	2801191	ENTRECOR BRINGING A NEW PERSPECTIVE TO FINANCIAL SECURITY

**CORRESPONDENCE DATA**

Fax Number: 5152472413  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 5154713092  
 Email: eric.nemmers@americanenterprise.com

OP \$190.00 2792628

Correspondent Name: Eric Nemmers  
Address Line 1: 601 6th Avenue  
Address Line 4: Des Moines, IOWA 50309

NAME OF SUBMITTER:	Eric Nemmers
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Signature:	/Eric Nemmers/
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Date:	05/01/2012
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**Total Attachments: 3**  
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TRADEMARK ASSIGNMENT

This Assignment ("ASSIGNMENT") is made effective as of the 1st day of March, 2011 between American Republic Insurance Company, a corporation formed in accordance with the laws of Iowa (ASSIGNOR"), and The Entrecor Group, Inc., a corporation formed in accordance with the laws of Iowa ("ASSIGNEE");

WHEREAS, ASSIGNOR is the common law and registered owner of the trademarks ("the Marks") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods on which the Marks are used ("the Products").

WHEREAS, ASSIGNEE desires to acquire all right, title and interest in and to the Marks.

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks, together with (1) the goodwill of the business relating to the products or services in respect upon which the Marks are used and for which they are registered; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; (3) all rights to sue for past, present and future infringements or misappropriations of the Marks; (4) all rights to renew any registrations included in the Marks and the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Marks; and (5) any other priority right that may arise from the Marks, the same to be held and enjoyed by ASSIGNEE as fully and entirely as said interest could have been held and enjoyed by ASSIGNOR had this sale, assignment, transfer and conveyance not been made.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have duly executed under seal and delivered this Assignment, as of the day and year first above written.

ASSIGNOR—American Republic Insurance Company

  
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By: Michelle Barker  
Title: VP & General Counsel

ASSIGNEE—The Entrecor Group, Inc.

  
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By: Susan S. Hanke  
Title: AVP, Product Marketing

ACKNOWLEDGEMENT

State Of Iowa )  
 )  
County of Polk )

On this 8<sup>th</sup> day of July, 2011 before me, Rebecca S. Whiteley, Notary Public, personally appeared Michelle Barker, known by me to be the person of the above name, duly authorized to execute this Assignment on behalf of American Republic Insurance Company, and who signed and executed the foregoing instrument on behalf of American Republic Insurance Company.

Given under my hand and seal of office this 8<sup>th</sup> day of July, 2011.

My commission expires:

2-13-12  
Rebecca S. Whiteley  
Notary Public

2-13-12

ACKNOWLEDGEMENT

State Of Iowa )  
 )  
County of Polk )

On this 7<sup>th</sup> day of July, 2011 before me, Rebecca S. Whiteley, Notary Public, personally appeared Susan S. Hanke, known by me to be the person of the above name, duly authorized to execute this Assignment on behalf of The Entrecor Group, Inc., and who signed and executed the foregoing instrument on behalf of The Entrecor Group, Inc.

Given under my hand and seal of office this 7<sup>th</sup> day of July, 2011.

My commission expires:

2-18-12  
Rebecca S. Whiteley  
Notary Public

2-18-12

EXHIBIT A  
TRADEMARKS

Mark	Serial Number	Registration Number	Filing Date	Registration Date
ENTRECOR® (b/w word mark)	76432838	2792628	7/22/2002	12/09/2003
ENTRECOR logo (b/w word mark with logo)	76432839	2851587	7/22/2002	06/08/2004
ENTRECOR (design)	76432840	2792629	7/22/2002	12/09/2003
ENTRECOR BRINGING A NEW PERSPECTIVE TO FINANCIAL SECURITY®	76432841	2801191	7/22/2002	12/30/2003
THE ENTRECOR GROUP®	76432837	2801190	7/22/2002	12/30/2003
AMERICARE (design)	76515572	2909661	May 19, 2003	12/14/2004
AMERICARE®	76515574	2892748	May 19, 2003	10/12/2004
All state registrations of 'AMERICARE' registered and owned by American Republic Insurance Company				