

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
NetJets Inc.		06/22/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Columbia Insurance Company		
Street Address:	3024 Hamey Street		
City:	Omaha		
State/Country:	NEBRASKA		
Postal Code:	68131		
Entity Type:	CORPORATION: NEBRASKA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3797648	MAKE EVERY MOMENT COUNT	
Registration Number:	3156635	TRAVEL ON YOUR TERMS. TALK TO THE LEADER.	
Registration Number:	3003703	EXECUTIVE JET MANAGEMENT	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	trademarks@standleyllp.com		
Correspondent Name:	Standley Law Group LLP		
Address Line 1:	6300 Riverside Drive		
Address Line 4:	Dublin, OHIO 43017		
ATTORNEY DOCKET NUMBER:	NET2559-009		
NAME OF SUBMITTER:	Beverly A. Marsh		
Signature:	/Beverly A. Marsh/		

CH \$90.00 3797648

Date:

07/05/2012

Total Attachments: 2

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SERVICE MARK ASSIGNMENTS

WHEREAS, NetJets Inc. is a Delaware Corporation with its principle place of business at 4111 Bridgeway Avenue Columbus, Ohio 43219 (hereinafter "ASSIGNOR") and is the owner of the entire right, title and interest in and to the following United States service mark registrations (the "US Marks"):

SERVICE MARK REGISTRATIONS

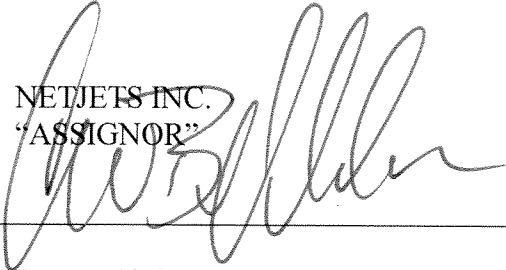
<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
MAKE EVERY MOMENT COUNT	3,797,648	June 1, 2010
TRAVEL ON YOUR TERMS. TALK TO THE LEADER.	3,156,635	October 17, 2006
EXECUTIVE JET MANAGEMENT	3,003,703	October 4, 2005

WHEREAS, Columbia Insurance Company is a Nebraska Corporation with its principal place of business at 3024 Harney Street, Omaha, Nebraska 68131 (hereinafter "ASSIGNEE") and is desirous of acquiring the entire right, title and interest in and to the US Marks, together with the goodwill of the business in connection with which the US Marks are used;

FOR ONE U.S. DOLLAR (\$1.00) AND FOR OTHER GOOD AND VALUABLE CONSIDERATION, the receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto said ASSIGNEE the entire right, title and interest in and to the US Marks, and in and to the goodwill of the business in connection with which the US Marks are used, the same to be held and enjoyed by said ASSIGNEE for its own use and benefit, and for the use and benefit of its successors, assigns or other legal representatives, as fully and entirely as the same would have been

held and enjoyed by said ASSIGNOR, if this assignment had not been made; together will all claims for damages by reasons of past infringement of the US Marks, with the right to sue for, and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

NETJETS INC.
"ASSIGNOR"

By: 

Typed Name: Christopher W. Belcher

Title: Assistant Corporate Secretary

Date: 6/22/12

State of Ohio :
County of Franklin : SS:

Before me personally appeared Christopher Belcher, to me known to be the same person described in and who executed the foregoing instrument, and acknowledged the same, of his own free will and for the purposes set forth.

Sworn to before me and subscribed in my presence this 22 day of June, 2012.

MATTHEW L. POTTS, Attorney At Law
NOTARY PUBLIC - STATE OF OHIO
My commission has no expiration date
Sec. 147.03 R.C.


Notary Public