

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Minnesota Life Insurance Company		07/16/2012	CORPORATION: MINNESOTA
<b>RECEIVING PARTY DATA</b>			
Name:	Securian Financial Group, Inc.		
Street Address:	400 North Robert Street		
City:	St. Paul		
State/Country:	MINNESOTA		
Postal Code:	55101		
Entity Type:	CORPORATION: MINNESOTA		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	2594668	HOMEPLUS	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	6123329081		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	612.332.5300		
Email:	lstrom@merchantgould.com		
Correspondent Name:	Merchant & Gould P.C.		
Address Line 1:	P.O. Box 2910		
Address Line 4:	Minneapolis, MINNESOTA 55402-0910		
ATTORNEY DOCKET NUMBER:	6324.155US02		
NAME OF SUBMITTER:	John A. Clifford		
Signature:	/John A. Clifford/		
Date:	07/16/2012		
Total Attachments: 1 source=securian#page1.tif			

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**TRADEMARK ASSIGNMENT**


**WHEREAS**, Minnesota Life Insurance Company, a corporation incorporated under the laws of Minnesota and having an office and place of business at 400 North Robert Street, St. Paul, Minnesota 55101 USA (hereinafter referred to as **ASSIGNOR**), is the owner of the following trademark:

HOMEPLUS                      Reg No. 2,594,668                      Reg Date: July 16, 2002

**WHEREAS**, Securian Financial Group, Inc., a corporation incorporated under the laws of Delaware, and having an office and place of business at 400 North Robert Street, St. Paul, Minnesota 55101 USA (hereinafter referred to as **ASSIGNEE**), is desirous of acquiring from Assignor all right, title and interest in and to above said trademarks described above, and associated goodwill;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said **ASSIGNOR** does hereby assign unto the said **ASSIGNEE** all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, the above-identified registration for the marks.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 16<sup>th</sup>  
day of July, 2012.

  
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Gary R. Christensen  
Vice President and General Counsel  
Minnesota Life Insurance Company