

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
Midland National Life Insurance Company		10/22/2012	CORPORATION: IOWA

RECEIVING PARTY DATA

Name:	Sammons Financial Group, Inc.
Street Address:	One Midland Plaza
City:	Sioux Falls
State/Country:	SOUTH DAKOTA
Postal Code:	57913
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	2927979	SAMMONS
Registration Number:	2927980	SAMMONS SECURITIES CO.
Registration Number:	2836309	SAMMONS SECURITIES CO.

CORRESPONDENCE DATA

Fax Number: 6027343750
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: (602) 262-5311
 Email: TRADEMARKS@LRLAW.COM
 Correspondent Name: Sean D. Garrison
 Address Line 1: Lewis and Roca LLP
 Address Line 2: 40 North Central Avenue, Suite 1900
 Address Line 4: Phoenix, ARIZONA 85004

ATTORNEY DOCKET NUMBER:	52949-3
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OP \$90.00 2927979

NAME OF SUBMITTER:	Sean Garrison
Signature:	/Sean Garrison/
Date:	10/22/2012
Total Attachments: 4 source=MNL to SFG assignmen#page1.tif source=MNL to SFG assignmen#page2.tif source=MNL to SFG assignmen#page3.tif source=MNL to SFG assignmen#page4.tif	

ASSIGNMENT OF TRADEMARKS

This Assignment Agreement is by and between Midland National Life Insurance Company, an Iowa corporation located at 4350 Westown Parkway, West Des Moines, Iowa 50266 ("Assignor") and Sammons Financial Group, Inc. a Delaware corporation located at One Midland Plaza, Sioux Falls, South Dakota 57193 ("Assignee") and is effective as of the date of the last signature below.

WHEREAS Assignor currently owns all rights in and to the trademarks listed in Exhibit A, including all registered, pending and common law rights and the associated goodwill of the business symbolized thereby (the "Trademarks").

WHEREAS Assignee, an ongoing and existing business, is the parent company of Assignor and is desirous of acquiring all right, title and interest in and to said Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignor hereby assigns, transfer and conveys to Assignee any and all right, title and interest in and to the Trademarks, together with any goodwill of the business symbolized by the Trademarks. Assignor further assigns to Assignee all causes of action and related remedies arising out of or related to past, present or future infringement of the Trademarks. This grant is effective in the United States and throughout the world.

2. Assignee shall have the sole and exclusive authority to file, prosecute and maintain the trademark registrations, state or federal, for the Trademarks. Assignor agrees to execute and complete all necessary documentation to effectuate the transfer of the Trademarks to Assignee.


3. This Agreement contains the entire understanding and agreement between the parties with respect to its subject matter and supersedes any prior or contemporaneous written or oral agreements, representations or warranties between them respecting the subject matter hereof.

[SIGNATURES TO FOLLOW]

Assignment of Trademarks
Midland National Life Insurance Company to Sammons Financial Group, Inc.

EXHIBIT A

U.S. FEDERAL TRADEMARK APPLICATIONS AND REGISTRATIONS

TRADEMARK	SERIAL/ REGISTRATION NUMBER
SAMMONS	2,927,979
SAMMONS SECURITIES CO. (Stylized) 	2,927,980
SAMMONS SECURITIES CO.	2,836,309