

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
Sammons Retirement Solutions, Inc.		12/01/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Sammons Financial Group, Inc.
Street Address:	4350 Westown Parkway
City:	West Des Moines
State/Country:	IOWA
Postal Code:	50266
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	85746914	LIVEWELL
Serial Number:	85458929	LIVEWELL MUTUAL FUND IRA
Serial Number:	85458894	LIVEWELL PRODUCT SERIES
Serial Number:	85518192	LIVEWELL RETIREMENT SERIES
Serial Number:	85458918	LIVEWELL. RETIRE WELL
Serial Number:	85458968	LIVEWELL VARIABLE ANNUITY
Registration Number:	3453872	LIVE WELL PROGRAM
Serial Number:	85461138	MNL LIVEWELL VARIABLE ANNUITY

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

OP \$215.00 85746914

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:	52949-00003
NAME OF SUBMITTER:	Sean D. Garrison
Signature:	/Sean D. Garrison/
Date:	01/16/2013

Total Attachments: 3
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ASSIGNMENT OF TRADEMARKS

This Assignment Agreement is by and between Sammons Retirement Solutions, Inc., a Delaware corporation located at 4546 Corporate Drive, Suite 100, West Des Moines, Iowa 50266 (“Assignor”) and Sammons Financial Group, Inc. a Delaware corporation located at 4350 Westown Parkway, West Des Moines, Iowa 50266 (“Assignee”) and is effective as December 1, 2012.

WHEREAS Assignor 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, and the parent company of Assignor, 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 post, 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.

[SIGNATURE TO FOLLOW]

Assignment of Trademarks
Sammons Retirement Solutions, Inc. to Sammons Financial Group, Inc.

IN WITNESS WHEREOF, Assignor has caused this Assignment of Trademarks to be executed by its duly authorized representative on this 31 day of Dec, 2012.

ASSIGNOR

Sammons Retirement Solutions, Inc.

By: William Lowe

Name: William Lowe

Title: President, SRS

STATE OF Iowa

COUNTY OF Polk

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BEFORE ME, the undersigned authority, on this 31 day of Dec, 2012, personally appeared William Lowe, known to me (or proven to me on the basis of satisfactory evidence) to be the person who executed the foregoing instrument as _____ on behalf of Sammons Retirement Solutions, Inc., the company therein named, and acknowledged to me that the instrument was the free deed and act of said company for the purposes therein set forth and intending that this instrument be recorded.

[SEAL]

Marcia Scott
Notary Public



EXHIBIT A

U.S. FEDERAL TRADEMARK APPLICATIONS AND REGISTRATIONS

TRADEMARK	SERIAL/ REGISTRATION NUMBER
LIVEWELL	85/746,914
LIVEWELL MUTUAL FUND IRA	85/458,929
LIVEWELL PRODUCT SERIES	85/458,894
LIVEWELL RETIREMENT SERIES	85/518,192
LIVEWELL. RETIRE WELL	85/458,918
LIVEWELL VARIABLE ANNUITY	85/458,968
LIVE WELL PROGRAM	3,453,872
MNL LIVEWELL VARIABLE ANNUITY	85/461,138