

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---|----------|----------------|-------------------|
| North American Company for Life and Heath Insurance | | 12/01/2012 | CORPORATION: IOWA |

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: 52

| Property Type | Number | Word Mark |
|----------------------|---------|-----------------------------|
| Registration Number: | 3577985 | ADVANTAGE |
| Registration Number: | 3201592 | BOOMER ANNUITY |
| Registration Number: | 2881462 | BUILDER |
| Registration Number: | 3362166 | BUILDER IUL |
| Registration Number: | 2896876 | CUSTOM ACCUMULATOR |
| Registration Number: | 2917860 | CUSTOM EXTRA |
| Registration Number: | 2945355 | CUSTOM GUARANTEE |
| Registration Number: | 3738331 | CUSTOM TERMGUL |
| Registration Number: | 2920340 | FORMS FACTORY |
| Registration Number: | 3327790 | FORMULA CHOICE |
| Registration Number: | 3327791 | FORMULA SELECT |
| Registration Number: | 3478961 | FREEDOM CHOICE |
| Registration Number: | 3423901 | GUARANTEE BUILDER IUL |
| Registration Number: | 3311596 | GUARANTEED INCOME ADVANTAGE |

TRADEMARK

| | | |
|----------------------|---------|---|
| Registration Number: | 3094858 | HERITAGE BONUS |
| Registration Number: | 2899421 | HERITAGE MAX |
| Registration Number: | 3640548 | HINDSIGHT INDEX STRATEGY |
| Registration Number: | 3128109 | IMPACT PROTECT |
| Registration Number: | 3801704 | INCOME PAY |
| Registration Number: | 2778053 | MARKET CHOICE III PLUS |
| Registration Number: | 0789154 | NA |
| Registration Number: | 3823630 | NA FLEX I |
| Registration Number: | 3823631 | NA FLEX II |
| Registration Number: | 3823632 | NA FLEX III |
| Registration Number: | 3836560 | NA FLEX SERIES |
| Registration Number: | 3975444 | NAC LEGACY |
| Registration Number: | 0779638 | NACOLAH |
| Registration Number: | 4134997 | NACOLAH.COM |
| Registration Number: | 2739122 | NORTH AMERICAN BUILDER |
| Registration Number: | 3239101 | NORTH AMERICAN CHARTER SERIES |
| Registration Number: | 3072063 | NORTH AMERICAN CLASSIC |
| Registration Number: | 3064495 | NORTH AMERICAN CLASSIC PLUS |
| Registration Number: | 2808138 | NORTH AMERICAN COMPANY FOR LIFE AND HEALTH INSURANCE |
| Registration Number: | 3118872 | NA NORTH AMERICAN COMPANY FOR LIFE AND HEALTH INSURANCE |
| Registration Number: | 3648047 | NORTH AMERICAN DIRECTOR |
| Registration Number: | 2584727 | NORTH AMERICAN GUARANTEE |
| Registration Number: | 2884103 | NORTH AMERICAN HERITAGE BONUS |
| Registration Number: | 2584728 | NORTH AMERICAN INCOME |
| Registration Number: | 3697798 | NORTH AMERICAN PARAMOUNT CHOICE TEN |
| Registration Number: | 3734110 | NORTH AMERICAN PILLAR |
| Registration Number: | 3239135 | NORTH AMERICAN PRECISION SERIES |
| Registration Number: | 3487745 | NORTH AMERICAN TEN |
| Registration Number: | 2880775 | PAPERLESS PENDING |
| Registration Number: | 2960181 | PAT |
| Registration Number: | 4032681 | PERFORMANCE CHOICE |
| Registration Number: | 3450341 | PRIZM |
| Registration Number: | 3441675 | PRIZM PLUS |
| | | |

| | | |
|----------------------|---------|---------------------|
| Registration Number: | 3734262 | PRODUCER'S INFONET |
| Registration Number: | 2852151 | PRODUCER'S INFONET |
| Registration Number: | 3664881 | RAPID BUILDER IUL |
| Registration Number: | 2963333 | SIMPLE SEVEN |
| Registration Number: | 2517011 | WE'RE HERE FOR LIFE |

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:

52949-6

NAME OF SUBMITTER:

Sean Garrison

Signature:

/Sean Garrison/

Date:

01/17/2013

Total Attachments: 5

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ASSIGNMENT OF TRADEMARKS

This Assignment Agreement is by and between North American Company for Life and Health Insurance, an Iowa corporation located at 525 W. Van Buren, Chicago, Illinois 60607 (“Assignor”) and Sammons Financial Group, Inc. a Delaware corporation located at 4350 Westown Parkway, West Des Moines, Iowa 50266 (“Assignee”) and is effective as of 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 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

North American Company for Life and Health Insurance 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 17 day of January, 2013

ASSIGNOR

North American Company for
Life and Health Insurance

By: Bradley Rosenblatt
Name: Bradley Rosenblatt
Title: VP, Marketing

STATE OF Illinois §
 § ss.
COUNTY OF Cook §

BEFORE ME, the undersigned authority, on this 14~~th~~ day of January, 2013, personally appeared Bradley Rosenblatt known to me (or proven to me on the basis of satisfactory evidence) to be the person who executed the foregoing instrument as VP-Marketing on behalf of North American Company for Life and Health Insurance, 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.



Cobetta Dean
Notary Public

Assignment of Trademarks
North American Company for Life and Health Insurance to Sammons Financial Group, Inc.

IN WITNESS WHEREOF, Assignee accepts this Assignment of Trademarks to be executed by its duly authorized representative on this 14 day of January, ~~2012~~ 2013.

ASSIGNEE

Sammons Financial Group, Inc.

By: Bradley Rosblatt
Name: Bradley Rosblatt
Title: VP, Marketing

STATE OF Illinois §
 § ss.
COUNTY OF Cook §

BEFORE ME, the undersigned authority, on this 14th day of January, ~~2012~~ 2013, personally appeared Bradley Rosblatt known to me (or proven to me on the basis of satisfactory evidence) to be the person who executed the foregoing instrument as VP-Marketing on behalf of Sammons Financial Group, Inc. the corporation therein named, and acknowledged to me that the instrument was the free deed and act of said corporation for the purposes therein set forth and intending that this instrument be recorded.




Cosetta Dean
Notary Public

Assignment of Trademarks

North American Company for Life and Health Insurance to Sammons Financial Group, Inc.


EXHIBIT A

U.S. FEDERAL TRADEMARK APPLICATIONS AND REGISTRATIONS

| TRADEMARK | SERIAL/ REGISTRATION NUMBER |
|--|------------------------------------|
| ADVANTAGE | 3,577,985 |
| BOOMER ANNUITY | 3,201,592 |
| BUILDER | 2,881,462 |
| BUILDER IUL | 3,362,166 |
| CUSTOM ACCUMULATOR | 2,896,876 |
| CUSTOM EXTRA | 2,917,860 |
| CUSTOM GUARANTEE | 2,945,355 |
| CUSTOM TERMGUL | 3,738,331 |
| FORMS FACTORY | 2,920,340 |
| FORMULA CHOICE | 3,327,790 |
| FORMULA SELECT | 3,327,791 |
| FREEDOM CHOICE | 3,478,961 |
| GUARANTEE BUILDER IUL | 3,423,901 |
| GUARANTEED INCOME ADVANTAGE | 3,311,596 |
| HERITAGE BONUS | 3,094,858 |
| HERITAGE MAX | 2,899,421 |
| HINDSIGHT INDEX STRATEGY | 3,640,548 |
| IMPACT PROTECT | 3,128,109 |
| INCOME PAY | 3,801,704 |
| MARKET CHOICE III PLUS | 2,778,053 |
| NA Design  | 0,789,154 |
| NA FLEX I | 3,823,630 |
| NA FLEX II | 3,823,631 |
| NA FLEX III | 3,823,632 |
| NA FLEX SERIES | 3,836,560 |
| NAC LEGACY | 3,975,444 |
| NACOLAH | 0,779,638 |
| NACOLAH.COM | 4,134,997 |
| NORTH AMERICAN BUILDER | 2,739,122 |
| NORTH AMERICAN CHARTER SERIES | 3,239,101 |
| NORTH AMERICAN CLASSIC | 3,072,063 |
| NORTH AMERICAN CLASSIC PLUS | 3,064,495 |
| NORTH AMERICAN COMPANY FOR LIFE AND HEALTH INSURANCE | 2,808,138 |

Assignment of Trademarks

North American Company for Life and Health Insurance to Sammons Financial Group, Inc.

| TRADEMARK | SERIAL/ REGISTRATION NUMBER |
|--|-----------------------------|
| <p>NORTH AMERICAN COMPANY FOR LIFE AND HEALTH INSURANCE and Design</p>  | 3,118,872 |
| NORTH AMERICAN DIRECTOR | 3,648,047 |
| NORTH AMERICAN GUARANTEE | 2584727 |
| NORTH AMERICAN HERITAGE BONUS | 2,884,103 |
| NORTH AMERICAN INCOME | 2,584,728 |
| NORTH AMERICAN PARAMOUNT CHOICE TEN | 3,697,798 |
| NORTH AMERICAN PILLAR | 3,734,110 |
| NORTH AMERICAN PRECISION SERIES | 3,239,135 |
| NORTH AMERICAN TEN | 3,487,745 |
| PAPERLESS PENDING | 2,880,775 |
| PAT | 2,960,181 |
| PERFORMANCE CHOICE | 4,032,681 |
| PRIZM | 3,450,341 |
| PRIZM PLUS | 3,441,675 |
| PRODUCER'S INFONET | 3,734,262 |
| PRODUCER'S INFONET | 2,852,151 |
| RAPID BUILDER IUL | 3,664,881 |
| SIMPLE SEVEN | 2,963,333 |
| WE'RE HERE FOR LIFE | 2,517,011 |