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
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	ADDVANTAGE
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

OP $1315.00 3577985

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 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.

[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 14 day of January, 2013.

ASSIGNOR

North American Company for
Life and Health Insurance

By: Brad Rosenblatt

Name: Bradley Rosenblatt

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 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.

[SEAL] OFFICIAL SEAL
COSETTA DEAN
Notary Public - State of Illinois
My Commission Expires Feb 14, 2014

Cosetta Dean
Notary Public

2881580 1

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 Rosenblatt

Name: Bradley Rosenblatt

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 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 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.

OFFICIAL SEAL
COSETTA DEAN
Notary Public - State of Illinois
My Commission Expires Feb 14, 2014

Cosetta Dean
Notary Public

2881580.1

TRADEMARK
REEL: 004944 FRAME: 0943

EXHIBIT A

U.S. FEDERAL TRADEMARK APPLICATIONS AND REGISTRATIONS

TRADEMARK	SERIAL/ REGISTRATION NUMBER
ADDVANTAGE	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

TRADEMARK	SERIAL/ REGISTRATION NUMBER
NORTH AMERICAN COMPANY FOR LIFE AND HEALTH INSURANCE and Design North American Company For Life and Health Insurance	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