

## 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		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: 73			
Property Type	Number	Word Mark	
Registration Number:	3718365	1SOURCE INFINITE CHOICE	
Registration Number:	3099261	ADVANTAGE III	
Registration Number:	3103000	ANNUAL POINT-TO-POINT 10	
Registration Number:	2933181	ANNUAL POINT-TO-POINT 16	
Registration Number:	3491531	ANNUITIES AT THEIR BEST	
Registration Number:	2489965	BE AGENT DIRECT	
Registration Number:	2713616	BONUS 11	
Registration Number:	2728240	BONUS 10	
Registration Number:	2631771	BONUS FIVE	
Registration Number:	3589815	CENTURY UNIVERSAL LIFE-G	
Registration Number:	2499485	DIRECT 10	
Registration Number:	2489966	DIRECT 16	
Registration Number:	2459129	DIRECT BONUS	
Registration Number:	2459127	DIRECT FLEX	

TRADEMARK

Registration Number:	2459128	DIRECT GUARANTEE
Registration Number:	3070133	DIRECT INCOME
Registration Number:	3848413	DYNAMIC CHOICE
Registration Number:	3742058	ESSENTIAL GUARANTEED
Registration Number:	3855642	FASTSTART ACADEMY
Registration Number:	2969699	FOR THE LIFE OF YOUR BUSINESS
Registration Number:	2745234	GUARANTEE BONUS 15
Registration Number:	3646731	GUARANTEE ULTIMATE
Registration Number:	3292031	GUARANTEED INCOME 5
Registration Number:	3514409	GUARANTEED INCOME PROVIDER
Registration Number:	3292030	GUARANTEED INCOME SELECT
Registration Number:	2922955	GUARANTEED INCOME SOLUTION
Registration Number:	3910238	LEGACY 10
Registration Number:	3779213	LEGACY GUARANTEED
Registration Number:	2814300	LEGACY SELECT
Registration Number:	2129763	LIFE AT ITS BEST
Registration Number:	3578447	LONG TERM SOLUTIONS
Registration Number:	2818658	MIDLAND NATIONAL
Registration Number:	2787860	MIDLAND NATIONAL LIFE
Registration Number:	1257867	MIZER SERIES
Registration Number:	2672340	MN
Registration Number:	2691059	MN
Registration Number:	2686679	MN
Registration Number:	2501790	MNL
Registration Number:	3068304	MNL ADVISOR
Registration Number:	3255037	MNL CAPSTONE SERIES
Registration Number:	3704812	MNL DIMENSIONS
Registration Number:	3656987	MNL DIVERSITY TEN
Registration Number:	4091965	MNL ENDEAVOR
Registration Number:	3705079	MNL FOUNDATION SELECT
Registration Number:	2615520	MNL GUARANTEE PLUS
Serial Number:	85746182	MNL GUARANTEE PLUS
Registration Number:	3844541	MNL HERITAGE SPWL
Registration Number:	3285707	MNL INNOVATOR CHOICE
Registration Number:	2603011	MNL LEADER

	85730851	MNL LEADER
Registration Number:	2589561	MNL LEGACY
Serial Number:	85730874	MNL LEGACY
Registration Number:	3152277	MNL MAINSTREET FOUR
Registration Number:	3776621	MNL PARAGON
Registration Number:	3776622	MNL PARAGON PLUS
Registration Number:	3854566	MNL PINNACLE
Registration Number:	3924474	MNL PREFERRED CHOICE
Registration Number:	3253105	MNL PROSPERITY CHOICE
Registration Number:	4265449	MNL RETIREVANTAGE
Registration Number:	3566609	MNL TEN
Registration Number:	4036357	MNL ULTRA
Registration Number:	3243895	MNL VECTOR
Registration Number:	3304160	MNL VECTOR II
Registration Number:	2595551	MNL YOUR CHOICE
Registration Number:	2704868	NATIONAL ADVANTAGE
Registration Number:	2663329	NATIONAL ADVANTAGE VARIABLE ANNUITY
Registration Number:	3653112	OPTIMAL INDEX STRATEGY
Registration Number:	3666034	RETIRE X-CEL
Registration Number:	3524606	ROYAL
Registration Number:	3330260	ROYAL PLUS
Registration Number:	3495927	SSC
Registration Number:	3544837	ULTRA FIXED INDEX ANNUITY
Registration Number:	3538495	ULTRA II FIXED INDEX 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

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:

52949-5

NAME OF SUBMITTER:

Sean Garrison

**TRADEMARK**

**REEL: 004944 FRAME: 0948**

	/Sean Garrison/
Date:	01/17/2013
<b>Total Attachments: 5</b> source=MNL to SFG Assignment#page1.tif source=MNL to SFG Assignment#page2.tif source=MNL to SFG Assignment#page3.tif source=MNL to SFG Assignment#page4.tif source=MNL to SFG Assignment#page5.tif	

## ASSIGNMENT OF TRADEMARKS

This Assignment Agreement is by and between Midland National Life Insurance Company, an Iowa corporation located at One Midland Plaza, Sioux Falls, South Dakota 57193 ("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

Midland National Life Insurance Company 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, 2012-2013

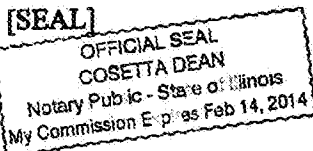
ASSIGNOR

Midland National Life Insurance Company

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

STATE OF Illinois §  
COUNTY OF Cook § ss.  
§

BEFORE ME, the undersigned authority, on this 17th day of January, 2012, 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 Midland National Life Insurance Company, 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.



Colette Dean  
Notary Public

Assignment of Trademarks

Midland National Life Insurance Company 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.

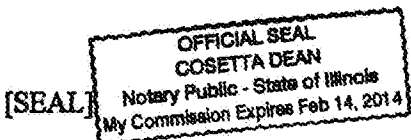
By: Bradley Rumbolt

Name: Bradley Rumbolt

Title: VP, Marketing


STATE OF Illinois §  
§  
COUNTY OF Cook § ss.

BEFORE ME, the undersigned authority, on this 14th day of January, 2012, 2013 personally appeared Bradley Rumbolt 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


**EXHIBIT A****U.S. FEDERAL TRADEMARK APPLICATIONS AND REGISTRATIONS**

<b>TRADEMARK</b>	<b>SERIAL/ REGISTRATION NUMBER</b>
ISOURCE INFINITE CHOICE	3,718,365
ADVANTAGE III	3,099,261
ANNUAL POINT-TO-POINT 10	3,103,000
ANNUAL POINT-TO-POINT 16	2,933,181
ANNUITIES AT THEIR BEST	3,491,531
BE AGENT DIRECT	2,489,965
BONUS 11	2,713,616
BONUS 10	2,728,240
BONUS FIVE	2,631,771
CENTURY UNIVERSAL LIFE-G	3,589,815
DIRECT 10	2,499,485
DIRECT 16	2,489,966
DIRECT BONUS	2,459,129
DIRECT FLEX	2,459,127
DIRECT GUARANTEE	2,459,128
DIRECT INCOME	3,070,133
DYNAMIC CHOICE	3,848,413
ESSENTIAL GUARANTEED	3,742,058
FASTSTART ACADEMY	3,855,642
FOR THE LIFE OF YOUR BUISNESS	2,969,699
GUARANTEE BONUS 15	2,745,234
GUARANTEE ULTIMATE	3,646,731
GUARANTEED INCOME 5	3,292,031
GUARANTEED INCOME PROVIDER	3,514,409
GUARANTEED INCOME SELECT	3,292,030
GUARANTEED INCOME SOLUTION	2,922,955
LEGACY 10	3,910,238
LEGACY GUARANTEED	3,779,213
LEGACY SELECT	2,814,300
LIFE AT ITS BEST	2,129,763
LONG TERM SOLUTIONS	3,578,447
MIDLAND NATIONAL	2,818,658
MIDLAND NATIONAL LIFE	2,787,860
MIZER SERIES	1,257,867
MN	2,672,340
MN Design 	2,691,059



Assignment of Trademarks

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

TRADEMARK	SERIAL/ REGISTRATION NUMBER
MN Design 	2,686,679
MNL	2,501,790
MNL ADVISOR	3,068,304
MNL CAPSTONE SERIES	3,255,037
MNL DIMENSIONS	3,704,812
MNL DIVERSITY TEN	3,656,987
MNL ENDEAVOR	4,091,965
MNL FOUNDATION SELECT	3,705,079
MNL GUARANTEE PLUS	2,615,520
MNL GUARANTEE PLUS	85/746,182
MNL HERITAGE SPWL	3,844,541
MNL INNOVATOR CHOICE	3,285,707
MNL LEADER	2,603,011
MNL LEADER	85/730,851
MNL LEGACY	2,589,561
MNL LEGACY	85/730,874
MNL MAINSTREET FOUR	3,152,277
MNL PARAGON	3,776,621
MNL PARAGON PLUS	3,776,622
MNL PINNACLE	3,854,566
MNL PREFERRED CHOICE	3,924,474
MNL PROSPERITY CHOICE	3,253,105
MNL RETIREVANAGE	4,265,449
MNL TEN	3,566,609
MNL ULTRA	4,036,357
MNL VECTOR	3,243,895
MNL VECTOR II	3,304,160
MNL YOUR CHOICE	2,595,551
NATIONAL ADVANTAGE	2,704,868
NATIONAL ADVANTAGE VARIABLE ANNUITY	2,663,329
OPTIMAL INDEX STRATEGY	3,653,112
RETIRE X-CEL	3,666,034
ROYAL	3,524,606
ROYAL PLUS	3,330,260
SSC	3,495,927
ULTRA FIXED INDEX ANNUITY	3,544,837
ULTRA II FIXED INDEX ANNUITY	3,538,495