

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
Loyal American Life Insurance Company		03/11/2013	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Great American Life Insurance Company		
Street Address:	301 East Fourth Street		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45202		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3376321	LOYAL GATEWAY	
Registration Number:	3382421	LOYAL GENERATION	
Registration Number:	3382420	LOYAL OUTLOOK	
CORRESPONDENCE DATA			
Fax Number:	513-579-64		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	513-639-3970		
Email:	trademarks@kmlaw.com		
Correspondent Name:	Barbara L. Kobasuk		
Address Line 1:	One East Fourth Street		
Address Line 2:	Suite 1400		
Address Line 4:	Cincinnati, OHIO 45202		
ATTORNEY DOCKET NUMBER:	GR3400IP0001		

OP \$90.00 3376321

NAME OF SUBMITTER:	Cheryl S. Scotney
Signature:	/Cheryl S. Scotney/
Date:	03/13/2013
Total Attachments: 2 source=Loyal American Life.Great American Service Mark assignment#page1.tif source=Loyal American Life.Great American Service Mark assignment#page2.tif	

SERVICE MARK ASSIGNMENT

WHEREAS, Loyal American Life Insurance Company, an Ohio corporation having a place of business at 11200 Lakeline Blvd., Suite 100, Austin, TX 78717 (“ASSIGNOR”) is the owner of the entire right, title and interest in and to the following service marks therefore:

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
LOYAL GATEWAY	3376321	January 29, 2008
LOYAL GENERATION	3382421	February 12, 2008
LOYAL OUTLOOK	3382420	February 12, 2008

WHEREAS, Great American Life Insurance Company, a corporation of the State of Ohio, having a place of business at 301 East Fourth Street, Cincinnati, OH 45202 (“ASSIGNEE”) is desirous of acquiring the entire right, title and interest in and to said service marks, together with the goodwill of the business in connection with which said service marks are used:

NOW THEREFORE, FOR ONE U.S. DOLLAR (\$1.00) AND FOR OTHER GOOD AND VALUABLE CONSIDERATION, the receipt of which is hereby acknowledged, ASSIGNOR does hereby assign and transfer unto said ASSIGNEE the entire right, title and interest in and to the above-listed service marks, and in and to the goodwill of the business in connection with which said service marks are used, the same to be held and enjoyed by said ASSIGNEE for its own use and benefit, and for the use and benefit of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by said ASSIGNOR, as if this assignment had not been made; together will all claims for damages by reasons of past infringement of said service marks, with the right to sue for, and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

(The remainder of this page has been intentionally left blank)

LOYAL AMERICAN LIFE INSURANCE CO.

By: [Signature]

Title: PRESIDENT

Date: 3/11/13

STATE OF Texas

COUNTY OF Williamson : SS.

Before me personally appeared Bead Wolfram to me known to be the same person described herein and who executed the foregoing instrument, and acknowledged that he/she executed the same, of his/her own free will and for the purposes set forth therein.

Sworn to before me and subscribed in my presence this 11 day of March 2013.

[Signature: Kim E. Salyers]

Notary Public



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