

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
First Dental Health		07/03/2013	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Principal Financial Services, Inc.
Street Address:	711 High Street
City:	Des Moines
State/Country:	IOWA
Postal Code:	50392
Entity Type:	CORPORATION: IOWA

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	2330532	F I R S T DENTAL HEALTH
Registration Number:	2248126	FDH
Registration Number:	3306115	IT'S NOT INSURANCE. IT'S SMARTER.
Registration Number:	3266367	NEW DENTAL CHOICE
Registration Number:	3266368	NEW DENTAL CHOICE YOU SAVE YOU SMILE

CORRESPONDENCE DATA

Fax Number: 8474410911
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 8474419100
 Email: pto@nealmcdevitt.com
 Correspondent Name: Richard B Biagi
 Address Line 1: 1776 Ash Street
 Address Line 4: Northfield, ILLINOIS 60093

NAME OF SUBMITTER:	Richard B. Biagi
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OP \$140.00 2330532

Signature:	/Richard B. Biagi/
Date:	07/03/2013
Total Attachments: 2 source=PFG#page1.tif source=PFG#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, FIRST DENTAL HEALTH, a California corporation, whose principal place of business is 5771 Copley Drive, Suite 101, San Diego, CA 92111 (hereinafter "ASSIGNOR"), represents and warrants that it is the owner of the trademarks listed in the schedule attached hereto as Exhibit A (hereinafter "the Marks").

WHEREAS, PRINCIPAL FINANCIAL SERVICES, INC. an Iowa corporation, with its principal place of business at 711 High Street, Des Moines, Iowa 50392 (hereinafter "ASSIGNEE"), desires to acquire the entire right, title and interest in, to and under the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee any and all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks thereto.

FIRST DENTAL HEALTH

Dated: 7-3-13

By: [Signature]

Name: Patricia A. Barry

Title: Assistant Secretary

State of Iowa)
County of Polk)

ss.

On this 3rd day of July, 2013, before me appeared Patricia A. Barry, the person who signed this instrument, who acknowledged that she signed it as a free act on behalf of FIRST DENTAL HEALTH.

[Signature]
Notary Public

My Commission Expires: 9-18-15

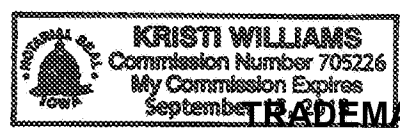


EXHIBIT A

SCHEDULE OF TRADEMARKS

Common Law Trademarks and Service Marks

FIRST DENTAL HEALTH

NEW DENTAL CHOICE

FDHACCESS.COM



Trademarks Registered With the United States Patent and Trademark Office

Mark	U.S. Reg. No.	Reg. Date
FIRST DENTAL HEALTH (Stylized)	2,330,532	03/21/2000
FDH	2,248,126	05/25/1999
IT'S NOT INSURANCE. IT'S SMARTER.	3,306,115	10/09/2007
NEW DENTAL CHOICE (& Design)	3,266,367	07/17/2007
NEW DENTAL CHOICE YOU SAVE YOU SMILE (& Design)	3,266,368	07/17/2007