

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
Principal Financial Services, Inc.		08/22/2013	CORPORATION: IOWA
RECEIVING PARTY DATA			
Name:	CDOC, Inc.		
Street Address:	11825 N. Pennsylvania Street		
City:	Carmel		
State/Country:	INDIANA		
Postal Code:	46032		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	0886500	THE BANKERS LIFE	
Registration Number:	0892222	THE BANKERS LIFE	
CORRESPONDENCE DATA			
Fax Number:	2158518383		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	215-851-8522		
Email:	rjacobsmeadway@eckertseamans.com		
Correspondent Name:	Roberta Jacobs-Meadway		
Address Line 1:	50 S. 16th Street		
Address Line 2:	22nd Floor		
Address Line 4:	Philaelphia, PENNSYLVANIA 19102		
ATTORNEY DOCKET NUMBER:	300823-00002		
NAME OF SUBMITTER:	Roberta Jacobs-Meadway		
Signature:	/Roberta Jacobs-Meadway/		

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TRADEMARK

Date:

09/05/2013

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

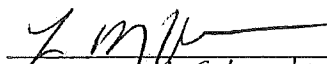
WHEREAS, Principal Financial Services, Inc., an Iowa corporation, having an address of 711 High Street, Des Moines, IA 50392, has used in various forms and is using in its business the trademarks and trade name identified in attached Schedule A; and

WHEREAS, CDOC, Inc., a Delaware corporation, having an address of 11825 N. Pennsylvania Street, Carmel, IN 46032, is desirous of acquiring all right, title and interest in and to the said marks and name and all versions of them, together with the goodwill of the business associated with the marks and name and the registrations thereof as set forth in Schedule A; and

WHEREAS, it is desired that the assignment of said registrations be made of record in the United States Patent and Trademark Office, and other appropriate Patent and Trademark Offices.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, Principal Financial Services, Inc. hereby assigns to said CDOC, INC. all rights, title and interest in and to the said marks and name and domain name(s) identified in attached Schedule A and all versions of them, together with the goodwill of the business symbolized by the said marks, and the registrations thereof as set forth in Schedule A, and all rights to damages and profits, due or accrued, arising out of past infringements and of marks, and the right to sue for and recover the same.

PRINCIPAL FINANCIAL SERVICES, INC.

By: 
Name: Leanne Valente
Title: VPA Associate General Counsel
Dated: 8/22/13

SCHEDULE A		
Mark	Registration #	Registration Date
The Bankers Life (stylized and/or with design)	0886500	02/17/1970
The Bankers Life	0892222	03/12/1969
Trade Name		
The Bankers Life		

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