

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM321117

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Transamerica Financial Life Insurance Company		10/20/2014	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Transamerica Corporation		
Street Address:	4333 Edgewood Road NE		
City:	Cedar Rapids		
State/Country:	IOWA		
Postal Code:	52499		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4593315	TFLIC FINANCIAL FOUNDATION IUL	
CORRESPONDENCE DATA			
Fax Number:	7038366620		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2025427900		
Email:	bruce.mcdonald@bipc.com		
Correspondent Name:	Bruce A. McDonald		
Address Line 1:	Buchanan Ingersoll & Rooney PC		
Address Line 2:	1700 K Street, NW, Suite 300		
Address Line 4:	Washington, D.C. 20006		
ATTORNEY DOCKET NUMBER:	0077718-000673		
NAME OF SUBMITTER:	Kathleen M. Hemmerdinger		
SIGNATURE:	/Kathleen M. Hemmerdinger/		
DATE SIGNED:	10/24/2014		
Total Attachments: 1			
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OP \$40.00 4593315

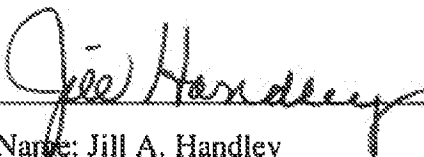
ASSIGNMENT

WHEREAS, Transamerica Financial Life Insurance Company, a New York corporation, with an address of 440 Mamaroneck Avenue, Harrison, NY 10528 (hereinafter "ASSIGNOR"), is the owner of United States trademark Registration No. 4,593,315, and

WHEREAS, Transamerica Corporation, a Delaware corporation, with an address of 4333 Edgewood Road NE, Cedar Rapids, Iowa 52499 (hereinafter "ASSIGNEE"), is desirous of acquiring the trademark, together with the goodwill of the business symbolized in which the mark is used, or with the portion of the business to which the mark pertains, or with that part of the goodwill of the business connected with the use of and symbolized by the mark and the application identified above.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign unto ASSIGNEE all rights, title and interest in and to trademark Registration No. 4,593,315, together with the goodwill of the business symbolized in which the mark is used, or with the portion of the business to which the mark pertains, or with that part of the goodwill of the business connected with the use of and symbolized by the mark and the application identified above, effective as of the date below.

Date: 10/20/2014

By: 

Name: Jill A. Handley

Title: Vice President and

Associate General Counsel