

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM388772

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FORETHOUGHT SERVICES, LLC		06/14/2016	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Global Atlantic Financial Company		
Street Address:	132 Turnpike Road		
Internal Address:	Suite 210		
City:	Southborough		
State/Country:	MASSACHUSETTS		
Postal Code:	01772		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	2650860	EASY TRUST PLANNER	
Registration Number:	4643579	FORE THOUGHT THINKING AHEAD	
Registration Number:	1509543	FORETHOUGHT	
Registration Number:	2502266	FORETHOUGHT	
Registration Number:	3392727	FORETHOUGHT	
Registration Number:	1540815	FORE THOUGHT	
Registration Number:	1459519		
Registration Number:	1504262	FORETHOUGHT LIFE INSURANCE COMPANY	
Registration Number:	2468533	LOYALTYONE	
Registration Number:	1500007	MAKE IT EASIER FOR THOSE YOU LOVE	
Registration Number:	2322788	PEACE OF MIND	
Registration Number:	4468993	THINKING AHEAD FORETHOUGHT	
CORRESPONDENCE DATA			
Fax Number:	3172371000		
<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:	317-237-1180		
Email:	tmindy@faegrebd.com,ashley.moore@faegrebd.com		
TRADEMARK			

CH \$315.00 2650860

Correspondent Name: Amie Peele Carter
Address Line 1: 300 N. Meridian Street
Address Line 2: Suite 2700
Address Line 4: Indianapolis, INDIANA 46204

NAME OF SUBMITTER: Amie Peele Carter

SIGNATURE: /amiepeelecarter/

DATE SIGNED: 06/21/2016

Total Attachments: 2

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Trademark Assignment

THIS TRADEMARK ASSIGNMENT ("Assignment") is by and between Forethought Services, LLC, a limited liability company of Delaware, with a business address of 300 North Meridian Street, Suite 1800, Indianapolis, Indiana, 46204 and an address for service of 2711 Centerville Road, Suite 400, Wilmington, Delaware, 19808 ("ASSIGNOR"), and Global Atlantic Financial Company, a Delaware corporation, with a business address of 132 Turnpike Road, Southborough, Massachusetts 01772 ("ASSIGNEE").

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR hereby states as follows:

ASSIGNOR owns the trademarks, and the goodwill of the business symbolized thereby, and associated applications and registrations identified on Exhibit A, which is attached and incorporated herein by reference (the "MARKS").

ASSIGNOR wishes to convey all of ASSIGNOR'S worldwide right, title and interest in and to the MARKS to ASSIGNEE.

ASSIGNOR hereby assigns all right, title and interest in and to the MARKS, together with the goodwill of the business symbolized by the MARKS, to ASSIGNEE. ASSIGNOR shall provide lawful testimony and reasonable assistance and execute any and all documents necessary for ASSIGNEE to perfect, maintain and enforce its rights in the MARKS and the registrations therefor.

This assignment shall be effective worldwide.

Executed this 14th day of June, 2016.

**FORETHOUGHT SERVICES, LLC
(ASSIGNOR)**

By: _____

Name: _____

Title: _____

Virginia H. Johnson
VP, Asst. Secretary

**GLOBAL ATLANTIC FINANCIAL
COMPANY (ASSIGNEE)**

By: _____

Name: _____

Title: _____

Lori Laberge
SVP, Chief Marketing Officer

EXHIBIT A

U.S. Registrations

Mark	Registration No.	Case Reference
EASY TRUST PLANNER	2,650,860	FFSI-T0008-US
	4,643,579	FFSI-T0162E-US
FORETHOUGHT	1,509,543	FFSI-T0020-US
FORETHOUGHT	2,502,266	FFSI-T0098-US
FORETHOUGHT	3,392,727	FFSI-T0006-US
	1,540,815	FFSI-T0097-US
	1,459,519	FFSI-T0094-US
FORETHOUGHT LIFE INSURANCE COMPANY	1,504,262	FFSI-T0016-US
LOYALTONE	2,468,533	FFSI-T0018-US
MAKE IT EASIER FOR THOSE YOU LOVE	1,500,007	FFSI-T0147-US
PEACE OF MIND	2,322,788	FFSI-T0132-US
	4,468,993	FFSI-T0160E-US

Canadian Registrations

Mark	Registration No.	Case Reference
FORETHOUGHT	TMA452,048	FFSI-T0013-CA
IT'S THE RIGHT CHOICE	TMA647,369	FFSI-T0086-CA
PEACE OF MIND	TMA563,588	FFSI-T0099-CA