

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM399062

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Security Life Insurance Company of America		09/14/2016	Corporation: MINNESOTA
RECEIVING PARTY DATA			
Name:	Ameritas Holding Company		
Street Address:	5900 O Street		
City:	Lincoln		
State/Country:	NEBRASKA		
Postal Code:	68510		
Entity Type:	Corporation: NEBRASKA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3985735	PRIMESTAR	
CORRESPONDENCE DATA			
Fax Number:	4024677956		
<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:	402-467-7852		
Email:	dwilliams@ameritas.com		
Correspondent Name:	David M. Williams		
Address Line 1:	5900 O Street		
Address Line 4:	Lincoln, NEBRASKA 68510		
NAME OF SUBMITTER:	David M. Williams		
SIGNATURE:	/David M. Williams/		
DATE SIGNED:	09/19/2016		
Total Attachments: 2			
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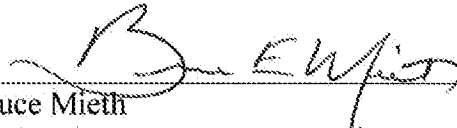
ASSIGNMENT

WHEREAS, Security Life Insurance Company of America, 10901 Red Circle Drive, Minnetonka, MN 55343 has adopted and used the mark "PrimeStar" which is registered in the name of Security Life Insurance Company of America in the United States Patent and Trademark Office, Registration No. 3985735, dated June 28, 2011; and

WHEREAS, Security Life Insurance Company of America has been acquired by Ameritas Life Insurance Corp., wholly-owned subsidiary of Ameritas Holding Company, of 5900 "O" Street, Lincoln, Nebraska 68510. As part of the acquisition, ownership of said mark and the registration thereof was transferred to Ameritas Holding Company.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Security Life Insurance Company of America does hereby assign to Ameritas Holding Company, all right, title and interest in and to the mark "PrimeStar" and the above identified registration thereof.

Dated this 14 day of September, 2016.



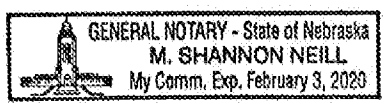
Bruce Mieth
President
Security Life Insurance Company of
America

[Notary on Following Page]

STATE OF NEBRASKA)
) ss.
COUNTY OF LANCASTER)

The foregoing instrument was acknowledged before me this 14th day of September, 2016, by Bruce Mieth, President for Security Life Insurance Company of America, on behalf of the corporation.

WITNESS my hand and official seal.



M. Shannon Neill
Notary Public

My Commission Expires: 2-3-20