

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM399063

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Custom Insurance Solutions LLC		09/14/2016	Corporation: MINNESOTA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Ameritas Holding Company		
<b>Street Address:</b>	5900 O Street		
<b>City:</b>	Lincoln		
<b>State/Country:</b>	NEBRASKA		
<b>Postal Code:</b>	68510		
<b>Entity Type:</b>	Corporation: NEBRASKA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4650518	LIVE VERY WELL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	402-467-7852		
<b>Email:</b>	dwilliams@ameritas.com		
<b>Correspondent Name:</b>	David M. Williams		
<b>Address Line 1:</b>	5900 O Street		
<b>Address Line 4:</b>	Lincoln, NEBRASKA 68510		
<b>NAME OF SUBMITTER:</b>	David M. Williams		
<b>SIGNATURE:</b>	/David M. Williams/		
<b>DATE SIGNED:</b>	09/20/2016		
<b>Total Attachments: 1</b> source=Assignment#page1.tif			

OP \$40.00 4650518

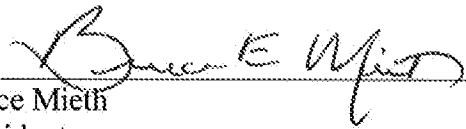
**ASSIGNMENT**

WHEREAS, Custom Insurance Solutions LLC, 10901 Red Circle Drive, Minnetonka, MN 55343 has adopted and used the mark "Live Very Well" which is registered in the name of Custom Insurance Solutions LLC in the United States Patent and Trademark Office, Registration No. 4650518, dated December 2, 2014; and

WHEREAS, Custom Insurance Solutions LLC 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, Custom Insurance Solutions LLC does hereby assign to Ameritas Holding Company, all right, title and interest in and to the mark "Live Very Well" and the above identified registration thereof.

Dated this 14 day of September, 2016.

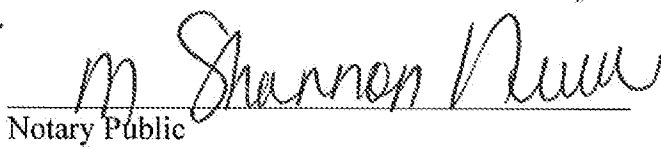
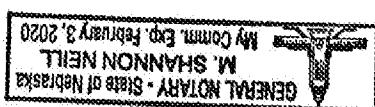


Bruce Mieth  
President  
Custom Insurance Solutions LLC

STATE OF NEBRASKA            )  
  ) ss.  
COUNTY OF LANCASTER        )

The foregoing instrument was acknowledged before me this 14<sup>th</sup> day of September, 2016, by Bruce Mieth, President for Custom Insurance Solutions LLC, on behalf of the corporation.

WITNESS my hand and official seal.

  
Notary Public

My Commission Expires: 2-3-20