

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM398988

<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>
Security Life Insurance Company of America		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>	3985736	GEMSTAR	
<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>	402-456-7852		
<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>	09/19/2016		
<b>Total Attachments: 2</b>			
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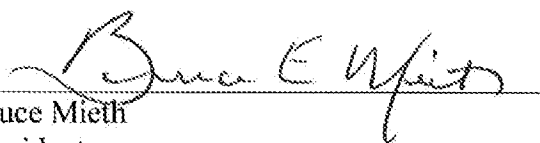
ASSIGNMENT

WHEREAS, Security Life Insurance Company of America, 10901 Red Circle Drive, Minnetonka, MN 55343 has adopted and used the mark "GemStar" which is registered in the name of Security Life Insurance Company of America in the United States Patent and Trademark Office, Registration No. 3985736, 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 "GemStar" and the above identified registration thereof.

Dated this 14 day of September, 2016.



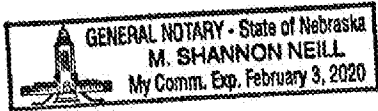
Bruce Mieth  
President  
Security Life Insurance Company of  
America

[Notary on Following Page]

STATE OF NEBRASKA            )  
  ) ss.  
COUNTY OF LANCASTER        )

The foregoing instrument was acknowledged before me this 14<sup>th</sup> 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