

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM401440

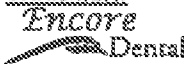
<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
AEGON Direct Marketing Services, Inc.		10/10/2016	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Transamerica Corporation		
<b>Street Address:</b>	4333 Edgewood Rd NE		
<b>City:</b>	Cedar Rapids		
<b>State/Country:</b>	IOWA		
<b>Postal Code:</b>	52499		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3855055	ENCORE DENTAL	
<b>Registration Number:</b>	3855054	ENCORE DENTAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>Email:</b>	IPmatters@transamerica.com		
<b>Correspondent Name:</b>	Transamerica Corporation		
<b>Address Line 1:</b>	4333 Edgewood Rd NE		
<b>Address Line 4:</b>	Cedar Rapids, IOWA 52499		
<b>NAME OF SUBMITTER:</b>	Andrea Riem		
<b>SIGNATURE:</b>	/s/ Andrea Riem		
<b>DATE SIGNED:</b>	10/10/2016		
<b>Total Attachments: 1</b>			
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OP \$65.00 3855055

**TRADEMARK ASSIGNMENT AGREEMENT**

This Trademark Assignment Agreement ("Agreement") is entered into by and between AEGON Direct Marketing Services, Inc., a corporation organized and existing under the laws of Maryland and a subsidiary of Assignee, located at 2700 West Plano Parkway, Plano, Texas 75075 (the "Assignor"), and Transamerica Corporation, a corporation organized and existing under the laws of Delaware and parent corporation of Assignor, located at 4333 Edgewood Road NE, Cedar Rapids, Iowa 52499 (the "Assignee").

WHEREAS, the Assignor is the registered owner of the following trademarks ("Trademarks") registered with the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Class</u>	<u>Registration No.</u>	<u>Goods and Services</u>
	036	3855055	Dental health insurance underwriting and administration.
ENCORE DENTAL	036	3855054	Dental health insurance underwriting and administration.

WHEREAS, the Assignee wishes to acquire the Assignor's rights in the Trademarks listed above and the Assignor wishes to assign its rights in the Trademarks to Assignee.

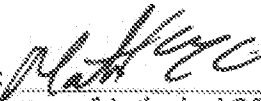
NOW THEREFORE, for good and valuable consideration, the receipt, adequacy, and sufficiency of which is hereby acknowledged, the parties agree as follows:


1. The Assignor hereby assigns, conveys, and transfers to the Assignee all right, title and interest of whatever kind in the Trademarks, together with:
  - a) The goodwill of the business relating to the goods and services on which the marks are used and for which they are registered;
  - b) All income, royalties, and damages hereafter due or payable to Assignor with respect to the Trademarks, including without limitation, damages, and payment for past or future infringement and misappropriations of the Trademarks; and
  - c) All rights to sue for past, present, and future infringement or misappropriation of the marks.
2. The Assignor will take all actions that may be necessary for securing, completing, or vesting in the Assignee full right, title, and interest in the mark and its related property.

IN WITNESS WHEREOF, the parties have entered into this Agreement effective as of the date identified below.

TRANSAMERICA CORPORATION

AEGON DIRECT MARKETING SERVICES, INC.

By:   
Signature of Authorized Officer

By:   
Signature of Authorized Officer

Matthew Krugbaum Asst Sec.  
Print Name and Title

Joe Norpe Vice President  
Print Name and Title

10-00-16  
Date

10/10/16  
Date