

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM407859

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER AND CHANGE OF NAME
EFFECTIVE DATE:	10/01/2014

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Western Reserve Life Assurance Company of Ohio		10/01/2014	Corporation: OHIO

NEWLY MERGED ENTITY DATA

Name	Execution Date	Entity Type
Western Reserve Life Assurance Company of Ohio	10/01/2014	Corporation: OHIO

MERGED ENTITY'S NEW NAME (RECEIVING PARTY)

Name:	Transamerica Premier Life Insurance Company
Street Address:	4333 Edgewood Rd NE
City:	Cedar Rapids
State/Country:	IOWA
Postal Code:	52499
Entity Type:	Corporation: IOWA

PROPERTY NUMBERS Total: 14

Property Type	Number	Word Mark
Registration Number:	4593314	WRL FINANCIAL FOUNDATION IUL
Registration Number:	2650641	IRA MAX
Registration Number:	2672982	WRL FREEDOM ELITE BUILDER
Registration Number:	2402789	WRL FREEDOM ACCESS
Registration Number:	2400853	WRL FREEDOM PREMIER
Registration Number:	2418184	WRL FINANCIAL FREEDOM ACCUMULATOR
Registration Number:	2402590	WRL FREEDOM ELITE
Registration Number:	2185132	WRL FINANCIAL FREEDOM BUILDER
Registration Number:	2200508	WRL FREEDOM WEALTH CREATOR
Registration Number:	2036473	ALTERNATIVE RETIREMENT SOLUTIONS
Registration Number:	2042342	ASSET ACCUMULATOR
Registration Number:	2068287	BIRT
Registration Number:	1665231	WRL FREEDOM EQUITY PROTECTOR

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	1572364	WESTERN RESERVE LIFE
CORRESPONDENCE DATA		
Fax Number:		
<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>		
Email:	IPmatters@transamerica.com	
Correspondent Name:	Transamerica Corporation	
Address Line 1:	4333 Edgewood Rd NE	
Address Line 4:	Cedar Rapids, IOWA 52499	
NAME OF SUBMITTER:	Andrea Riem	
SIGNATURE:	/s/ Andrea Riem	
DATE SIGNED:	12/06/2016	
Total Attachments: 1		
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