

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM410979

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Commonwealth General Corporation		12/21/2016	Corporation:
RECEIVING PARTY DATA			
Name:	Transamerica Corporation		
Street Address:	4333 Edgewood Road NE		
Internal Address:	MS 3590		
City:	Cedar Rapids		
State/Country:	IOWA		
Postal Code:	52499		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	4235115	TOTALCHOICE	
Registration Number:	4238966	TOTALCHOICE	
Registration Number:	4471314	SMARTSOURCE	
Registration Number:	4471313	SMARTSOURCE	
Registration Number:	4227409	MEMSELECT	
Registration Number:	4227408	MEMSELECT	
Registration Number:	4369161	ACCIDENT AUTO PLUS	
Registration Number:	3941684	MOMSURANCE	
Registration Number:	2830487	STONEBRIDGE CASUALTY INSURANCE COMPANY	
Registration Number:	2278433	GROWTH ADVANTAGE	
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>			
Phone:	319-355-3331		
Email:	ipmatters@transamerica.com		
Correspondent Name:	Andrea Riem		
Address Line 1:	4333 Edgewood Road NE		

OP \$265.00 4235115

Address Line 2: MS 3590
Address Line 4: Cedar Rapids, IOWA 52499

NAME OF SUBMITTER: Robin D. Lees, Senior Paralegal

SIGNATURE: /Robin D. Lees/

DATE SIGNED: 01/04/2017

Total Attachments: 3

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Agreement") is entered into by and between Commonwealth General Corporation, a corporation organized and existing under the laws of Delaware and a subsidiary of Assignee, located at 4333 Edgewood Road NE, Cedar Rapids, Iowa 52499 ("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 ("Assignee") on the 21st day of December, 2016 ("Effective Date").

WHEREAS, Assignor is the registered owner of the trademarks and service marks ("Trademarks") listed in the attached Exhibit A registered with the United States Patent and Trademark Office;

WHEREAS, Assignee desires to acquire Assignor's rights in the Trademarks and Assignor desires 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. For and in consideration of the sum of \$1.00 USD per Trademark, for a total of \$10.00 USD, Assignor hereby assigns, conveys, and transfers to 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 Trademarks 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 Trademarks.
2. Assignor will take all actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Trademarks.

IN WITNESS WHEREOF, the parties have entered into this Agreement as of the Effective Date.

TRANSAMERICA CORPORATION

COMMONWEALTH GENERAL CORPORATION

By: [Signature]
Signature of Authorized Officer

By: [Signature]
Signature of Authorized Officer




Matthew Krigbaum, Assistant Secretary
Print Name and Title

Amy E. Angle, Assistant Secretary
Print Name and Title

1-3-17
Date

12-21-2016
Date

EXHIBIT A

<i>Trademark</i>	<i>Class</i>	<i>Registration No.</i>	<i>Goods and Services</i>
 TOTALChoice	035	4235115	Business marketing consultation to credit unions, financial institutions, and insurance agencies; Consulting in the field of sales methods, sales management, and sales improvement to credit unions, financial institutions, and insurance agencies; database management consultation to credit unions, financial institutions, and insurance agencies; Operational business assistance to credit unions, financial institutions, and insurance agencies.
TOTAL CHOICE	035	4238966	Business marketing consultation to credit unions, financial institutions, and insurance agencies; Consulting in the field of sales methods, sales management, and sales improvement to credit unions, financial institutions, and insurance agencies; database management consultation to credit unions, financial institutions, and insurance agencies; Operational business assistance to credit unions, financial institutions, and insurance agencies.
 SMARTSource	041	4471314	Educational services, namely, providing marketing, sales, operational and data management training to credit unions, financial institutions, and insurance agencies.
SMART SOURCE	041	4471313	Educational services, namely, providing marketing, sales, operational and data management training to credit unions, financial institutions, and insurance agencies.
 MEMSelect	035	4227409	Business marketing consultation to credit unions, financial institutions, and insurance agencies; Consulting in the field of sales methods, sales management, and sales improvement to credit unions, financial institutions, and insurance agencies; database management consultation to credit unions, financial institutions, and insurance agencies; Operational business assistance to credit unions, financial institutions, and insurance agencies.
MEMSELECT	035	4227408	Business marketing consultation to credit unions, financial institutions, and insurance agencies; Consulting in the field of sales methods, sales management, and sales improvement to credit unions, financial institutions, and insurance agencies; database management consultation to credit unions, financial institutions, and insurance agencies; Operational business assistance to credit unions, financial institutions, and insurance agencies.
ACCIDENT AUTO PLUS	036	4369161	Accidental death insurance underwriting and hospitalization insurance underwriting.

MOMSURANCE	036	3941684	Insurance services, namely, brokerage, claims processing, consultation, underwriting and administration of life insurance
STONEBRIDGE CASUALTY INSURANCE COMPANY	036	2830487	Insurance services, namely, brokerage, claims processing, consultation, underwriting and administration of property insurance, disability insurance, fidelity and surety insurance, marine and transportation insurance, casualty insurance, credit insurance, accident and health insurance, motor vehicle insurance, aircraft insurance, workers' compensation insurance, fire insurance, malpractice insurance, earthquake insurance, liability insurance, mortgage guaranty insurance, homeowners insurance, crop and livestock insurance, personal injury insurance.
GROWTH ADVANTAGE	036	2278433	Financial planning services