

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM410955

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
AEGON Direct Marketing Services, Inc.		12/20/2016	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: 1			
Property Type	Number	Word Mark	
Registration Number:	2928173	SECURESTART	
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		
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: 1			
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OP \$40.00 2928173

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 100 Light Street, Floor B1, Baltimore, MD 21202-1098 ("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 20th day of December, 2016 ("Effective Date").

WHEREAS, Assignor is the registered owner of the following trademarks and service marks ("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>
SECURESTART	036	2928173	Insurance services, namely, brokerage, claims processing, consultation, underwriting and administration of juvenile term life insurance

WHEREAS, Assignee desires to acquire Assignor's rights in the Trademarks listed above 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 \$1.00 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

AEGON DIRECT MARKETING SERVICES, INC.

By: [Signature]
Signature of Authorized Officer

By: [Signature]
Signature of Authorized Officer

Matthew Krigbaum, Assistant Secretary
Print Name and Title

Steven D. Weinberg, General Counsel
Print Name and Title

1-8-17
Date

12/20/2016
Date