

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM410990

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Transamerica Financial Advisors, Inc.		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: 4			
Property Type	Number	Word Mark	
Registration Number:	4130567	TOTAL PRACTICE MANAGEMENT	
Registration Number:	3289803	STRENGTH WITH INDEPENDENCE	
Registration Number:	2652625	ELITE CAPITAL ADVISORS	
Registration Number:	2425919	TOTAL PRACTICE MANAGEMENT	
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: 2			

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Agreement") is entered into by and between Transamerica Financial Advisors, Inc., a corporation organized and existing under the laws of Delaware and a subsidiary of Assignee, located at 570 Carillon Parkway, St. Petersburg, Florida 33716 ("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 \$4.00 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

TRANSAMERICA FINANCIAL ADVISORS, INC.

By: Matthew Krigbaum
Signature of Authorized Officer

By: Amy E. Angle
Signature of Authorized Officer

Matthew Krigbaum, Assistant Secretary
Print Name and Title

Amy E. Angle, Secretary
Print Name and Title

12-21-16
Date

12-21-2016
Date

EXHIBIT A

<i>Trademark</i>	<i>Class</i>	<i>Registration No.</i>	<i>Goods and Services</i>
TOTAL PRACTICE MANAGEMENT	035 036 041 042	4130567	Conducting registered representative incentive award programs to promote work quality and productivity; Providing registered representative incentive award programs for the purpose of promoting and rewarding business loyalty (035); Providing information and research in the field of finance and financial investments (036); Business education and training services, namely, developing and facilitating customized leadership development programs and providing business education programs to registered representatives (041); Computer services, namely, providing a web-based system and online portal featuring on-line non-downloadable software enabling users to perform financial and investment advisory services, financial planning and needs analysis and to manage and consolidate client accounts (042).
STRENGTH WITH INDEPENDENCE	036	3289803	Retail securities brokerage services; financial management, analysis and consultation services; and investment counseling services.
ELITE CAPITAL ADVISORS	036	2652625	Financial consultation; investment management.
TOTAL PRACTICE MANAGEMENT	036	2425919	Retail stock brokerage services; [underwriting services; namely underwriting and sponsorship of mutual funds and variable life insurance and variable annuity products; and investment counseling services].