

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM411745

<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>
JACKSON NATIONAL LIFE INSURANCE COMPANY		12/21/2016	Corporation: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	NATIONAL PLANNING HOLDINGS, INC.		
<b>Street Address:</b>	1 CORPORATE WAY		
<b>Internal Address:</b>	P.O. BOX 24068		
<b>City:</b>	LANSING		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48909-4068		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 9</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4089143	FAITHONE	
<b>Registration Number:</b>	3960049	STRATEGIST SOLUTIONS	
<b>Registration Number:</b>	4485362	PRISM	
<b>Registration Number:</b>	4498209		
<b>Registration Number:</b>	4527257	ADVISOR DASHBOARD	
<b>Registration Number:</b>	2857580	NATIONAL PLANNING HOLDINGS	
<b>Registration Number:</b>	3887714	WEALTHONE	
<b>Registration Number:</b>	4485367	WEALTHONE PRISM	
<b>Registration Number:</b>	4498210	WEALTHONE PRISM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8446706009		
<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>Phone:</b>	734-623-1698		
<b>Email:</b>	nzemgulis@dickinsonwright.com		
<b>Correspondent Name:</b>	John C. Blattner		
<b>Address Line 1:</b>	350 S. MAIN ST.		
<b>Address Line 2:</b>	SUITE 300		

OP \$240.00 4089143

<b>Address Line 4:</b> ANN ARBOR, MICHIGAN 48104	
<b>ATTORNEY DOCKET NUMBER:</b>	442290-2
<b>NAME OF SUBMITTER:</b>	JOHN C. BLATTNER
<b>SIGNATURE:</b>	/JOHN C. BLATTNER/
<b>DATE SIGNED:</b>	01/10/2017
<b>Total Attachments: 2</b> source=JNL_to_NPH_Assignment#page1.tif source=JNL_to_NPH_Assignment#page2.tif	

## TRADEMARK ASSIGNMENT

WHEREAS, JACKSON NATIONAL LIFE INSURANCE COMPANY, a Michigan corporation ("Assignor"), has adopted and used the trademarks listed below (the "Marks") and is the owner of the indicated trademark applications/registrations for the Marks:

Mark	Country	App./Reg. No.
FaithOne	USA	4089143
Strategist Solutions	USA	3960049
PRISM	USA	4485362
PRISM CIRCLE DESIGN	USA	4498209
ADVISOR DASHBOARD	USA	4527257
NATIONAL PLANNING HOLDINGS	USA	2857580
WEALTHONE	USA	3887714
WEALTHONE PRISM	USA	4485367
WEALTHONE PRISM (logo)	USA	4498210

WHEREAS, NATIONAL PLANNING HOLDINGS, INC., a Delaware corporation ("Assignee"), with offices located at 1 Corporate Way, P.O. Box 24068, Lansing, MI 48909-4068, desires to acquire all of Assignor's right, title and interest in and to the Marks and the applications/registrations therefor, as well as all associated goodwill as successor to the business of Assignor to which the Marks relate;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged by each party, Assignor hereby assigns to Assignee, effective as of January 1, 2016, all of Assignor's right title and interest in the Marks and the registrations therefor, together with the goodwill of the business symbolized by the Marks.

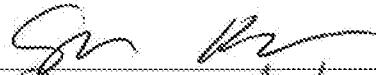
AND the parties agree that from and after the execution and delivery of this Assignment, the Assignor shall have no obligations whatsoever in respect of the Marks (including, without limitation, no obligation to make or maintain any registrations in respect of same).

AND notwithstanding anything contained herein to the contrary, this Assignment shall not constitute an agreement to assign or transfer any Marks to the extent that such Marks are not assignable or transferrable under applicable agreement or at law.


[SIGNATURE PAGE FOLLOWS]

Executed on 12/21, 2016

JACKSON NATIONAL LIFE  
INSURANCE COMPANY

By:   
Name: Shannon Anderson  
Title: AVP, Legal

NATIONAL PLANNING HOLDINGS,  
INC.

By:   
Name: Gerry Goudner  
Title: SVP