

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM447308

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Puritan Financial Group, Inc.		10/10/2017	Corporation: TEXAS
RECEIVING PARTY DATA			
Name:	Puritan Life Insurance Company of America		
Street Address:	1720 W. Rio Salado Parkway		
City:	Tempe		
State/Country:	ARIZONA		
Postal Code:	85281		
Entity Type:	Corporation: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3377263	PURITAN	
CORRESPONDENCE DATA			
Fax Number:	6023826070		
<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:	6023826000		
Email:	sschahn@swlaw.com		
Correspondent Name:	Snell & Wilmer L.L.P.		
Address Line 1:	400 E, Van Buren St.		
Address Line 4:	Phoenix, ARIZONA 85004-2202		
NAME OF SUBMITTER:	R. Lee Fraley		
SIGNATURE:	/R. Lee Fraley/		
DATE SIGNED:	10/16/2017		
Total Attachments: 2			
source=Assignment#page1.tif			
source=Assignment#page2.tif			

CH \$40.00 3377263

EXHIBIT B

TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("Assignment") is made and entered as of October 10 2017, by and between PURITAN FINANCIAL GROUP, INC. ("Assignor"), a Texas corporation, and PURITAN LIFE INSURANCE COMPANY OF AMERICA, a Texas corporation ("Assignee").

WHEREAS, Assignor is the current owner of record in the U.S.P.T.O for a federal trademark registration for the mark PURITAN[®], namely, U.S. Reg. No. 3,377,263 that was filed on January 19, 2007 and registered February 5, 2008 (the "Mark");

AND WHEREAS, Assignor, pursuant to a Trademark Assignment and License Agreement entered into with Assignee and its affiliates and dated for reference as of March 9, 2016, desires to memorialize the prior assignment to Assignee all of Assignor's right, title and interest in and to the Mark together with the goodwill of the business in connection with which the Mark is used., and Assignee has agreed to acquire all right, title, and interest in and to the Trademark Registration;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby covenants and agrees as follows:

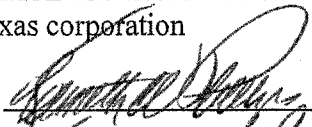
1. Assignment. Assignor does hereby assign, sell, grant, and set over unto Assignee all of its right, title, and interest in and to all of the Mark, together with all goodwill of the Assignor's business in connection with which the Mark is or has been used, the same to be held and enjoyed by the Assignee, its successors and assigns to the fullest extent of the term for which the Mark is valid.

2. Recording of Assignment. Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any officer of any country or countries foreign to the United States, whose duty it is to register trademarks or other evidence or forms of intellectual property protection or applications as, to record this Assignment in favor of Assignee and its successors, assigns and other legal representatives in accordance with the terms of this Assignment.

3. Counterparts. This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same agreement. A signed copy of this Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Assignment.

IN WITNESS WHEREOF, this Assignment has been executed as of the day and year first written above.

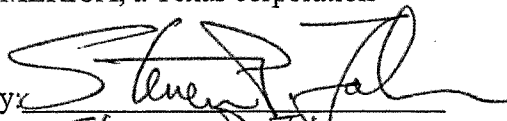
PURITAN FINANCIAL GROUP, INC.
a Texas corporation

By: 
Name: KENNETH W. PHILLIPS
Title: CHIEF FINANCIAL OFFICER

AGREED TO AND ACCEPTED:

ASSIGNEE:

PURITAN LIFE INSURANCE COMPANY OF
AMERICA, a Texas corporation

By: 
Name: Steven P. Johnson
Title: Secretary