

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM462274

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
THE PRUDENTIAL INSURANCE COMPANY OF AMERICA		02/12/2018	Corporation: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Life Asset Partners LLC		
Street Address:	730 17th Street		
Internal Address:	Suite 107		
City:	Denver		
State/Country:	COLORADO		
Postal Code:	80202		
Entity Type:	Limited Liability Company: COLORADO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1575494	LIFEVEST	
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:	303-800-1580		
Email:	jln@moduslaw.com		
Correspondent Name:	Jolly-Johanna L. Northrop		
Address Line 1:	3002 Bluff Street		
Address Line 2:	Modus Law, Suite 300		
Address Line 4:	Boulder, COLORADO 80301		
NAME OF SUBMITTER:	Jolly-Johanna L. Northrop		
SIGNATURE:	/Jolly-Johanna L. Northrop/		
DATE SIGNED:	02/15/2018		
Total Attachments: 1			
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ASSIGNMENT

This ASSIGNMENT from The Prudential Insurance Company of America, a New Jersey corporation, with a place of business at 751 Broad Street, Newark, NJ 07102 (hereinafter Assignor or Prudential), to Life Asset Partners LLC, a Colorado limited liability company, with a place of business at 730 17th Street, Suite 107, Denver, CO 80202 (hereinafter Assignee or Life Asset Partners), is entered into and effective as of February 12, 2018.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by Assignor, the parties intending to be legally bound, agree as follows:

1. Assignor absolutely and irrevocably assigns to Assignee and its successors and assigns any and all of its rights, title and interest in and to the mark LIFEVEST in the United States for life insurance underwriting and variable annuity services; investing services, namely asset management, and the goodwill associated therewith, and United States Trademark Registration No. 1,575,494 for said mark for said services (the "Mark"), the right to recover for past, present and future infringements of the Mark, and the right to bring any proceeding in the United States Patent and Trademark Office for cancellation, opposition or other proceeding in connection with said Mark; and
2. Assignor agrees that, upon reasonable request from Assignee, it will execute all documents necessary or desirable for further assuring the transfer of all rights, title and interest to the Mark to Assignee.

The Prudential Insurance Company of
America

By: Sharon Stenger

Name: SHARON STENGER

Title: VP, Marketing

2/14/18