

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM513280

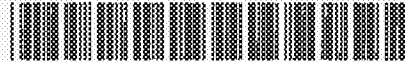
<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900485194		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
World Financial Group, Inc.		02/07/2019	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Transamerica Corporation		
<b>Street Address:</b>	6400 C Street SW		
<b>Internal Address:</b>	MS 3590		
<b>City:</b>	Cedar Rapids		
<b>State/Country:</b>	IOWA		
<b>Postal Code:</b>	52499		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2807028	WORLD FINANCIAL GROUP	
<b>Registration Number:</b>	4362002	WFG	
<b>Registration Number:</b>	2913466	WORLD FINANCIAL GROUP INSURANCE AGENCY	
<b>Registration Number:</b>	2938466	WORLD FINANCIAL GROUP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	319-355-8524		
<b>Email:</b>	robin.lees@transamerica.com		
<b>Correspondent Name:</b>	Robin Lees		
<b>Address Line 1:</b>	6400 C Street SW		
<b>Address Line 2:</b>	MS3590		
<b>Address Line 4:</b>	Cedar Rapids, IOWA 52499		
<b>NAME OF SUBMITTER:</b>	Robin Lees		
<b>SIGNATURE:</b>	/Robin Lees/		
<b>DATE SIGNED:</b>	03/07/2019		

**Total Attachments: 3**

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TRADEMARK ASSIGNMENT AGREEMENT

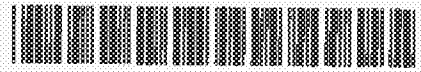
This Trademark Assignment Agreement ("Agreement") is entered into by and between World Financial Group, Inc., a corporation organized and existing under the laws of Delaware and a subsidiary of Assignee, located at 11315 Johns Creek Parkway, Johns Creek, GA 30097 ("Assignor"), and Transamerica Corporation, a corporation organized and existing under the laws of Delaware and parent corporation of Assignor, located at 6400 C Street SW, Cedar Rapids, Iowa 52499 ("Assignee") on the 7th day of February, 2019 ("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>
	36	2807628	Financial services in the nature of investment securities; insurance services, namely, insurance brokerage, consultation and claims processing services
	36	4362002	Financial services in the nature of investment securities; insurance services, namely, insurance brokerage, consultation and claims processing services
WORLD FINANCIAL GROUP INSURANCE AGENCY	36	2913466	Insurance services, namely, insurance brokerage, consultation, and claims processing services
WORLD FINANCIAL GROUP	36	2938466	Insurance services, namely, insurance brokerage, consultation, and claims processing services

WHEREAS, Assignor is the registered owner of the following trademarks and service marks ("Trademarks") registered with the Canadian Intellectual Property Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Wares and Services</u>
COMMENT FONCTIONNE L'ARGENT	TMA604511	Insurance agency services in the field of life and disability insurance; financial services, namely mutual funds brokerage services, sales of guaranteed investment certificates, sales of segregated funds, sales of RESPs registered education savings plans and providing information to clients concerning mortgage brokerage services
FINANCIAL STRATEGY	TMA604508	Data management software for use in the financial services area
GROUPE FINANCIER MONDIAL	TMA604505	Insurance agency services in the field of life and disability insurance; financial services, namely mutual funds brokerage services, sales of guaranteed investment certificates, sales of segregated funds, sales of RESPs registered education savings plans and providing information to clients concerning mortgage brokerage services



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Trademark  
**HELPING YOU MOVE  
 FROM DREAMING TO  
 DOING**

Registration No.  
 TMA644909

Wares and Services  
 Insurance agency services in the field of life and disability insurance; financial services, namely mutual funds brokerage services, sales of guaranteed investment certificates, sales of segregated funds, sales of RESPs (registered education savings plans) and providing information to clients concerning mortgage brokerage services

**HOW MONEY WORKS**

TMA604510

Financial services featuring brokerage services in the field of life, variable life, accident, health, property and casualty insurance; general securities, mutual fund and annuity brokerage services; investment advisory and investment management services; pension and retirement plan fund management; and cash management services  
 Insurance agency services in the field of life and disability insurance; financial services, namely mutual funds brokerage services, sales of guaranteed investment certificates, sales of segregated funds, sales of RESPs registered education savings plans and providing information to clients concerning mortgage brokerage services

**LA MAGIE DES  
 INTÉRÊTS  
 COMPOSÉS**

TMA694513

Insurance agency services in the field of life and disability insurance; financial services, namely mutual funds brokerage services, sales of guaranteed investment certificates, sales of segregated funds, sales of RESPs registered education savings plans and providing information to clients concerning mortgage brokerage services

**OÙ  
 L'ENTREPRENEUR  
 EST ROI**

TMA604507

Insurance agency services in the field of life and disability insurance; financial services, namely mutual funds brokerage services, sales of guaranteed investment certificates, sales of segregated funds, sales of RESPs registered education savings plans and providing information to clients concerning mortgage brokerage services



TMA604807

Insurance agency services in the field of life and disability insurance; financial services, namely mutual funds brokerage services, sales of guaranteed investment certificates, sales of segregated funds, sales of RESPs registered education savings plans and providing information to clients concerning mortgage brokerage services

**STRATÉGIE  
 FINANCIÈRE  
 THE MAGIC OF  
 COMPOUND  
 BUILDING**

TMA604509

Database management software for use in the financial services area.

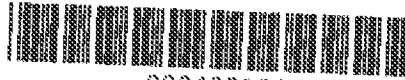
TMA604512

Insurance agency services in the field of life and disability insurance; financial services, namely mutual funds brokerage services, sales of guaranteed investment certificates, sales of segregated funds, sales of RESPs registered education savings plans and providing information to clients concerning mortgage brokerage services

**WHERE THE  
 ENTREPRENEUR IS  
 KING**

TMA604506

Insurance agency services in the field of life and disability insurance; financial services, namely mutual funds brokerage services, sales of guaranteed investment certificates, sales of segregated funds, sales of RESPs registered education savings plans and providing information to clients concerning mortgage brokerage services



900485194

Trademark  
WORLD FINANCIAL  
GROUP

Registration No.  
TMA624316

Wares and Services  
Insurance agency services in the field of life and disability insurance; financial services, namely mutual funds brokerage services, sales of guaranteed investment certificates, sales of segregated funds, sales of RESPs registered education savings plans and providing information to clients concerning mortgage brokerage services

WFG

TMA955567

Insurance agency services in the field of life and disability insurance; financial services, namely mutual funds brokerage services, sales of guaranteed investment certificates, sales of segregated funds, sales of RESPs and providing information to clients concerning mortgage brokerage services.

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 \$17,00 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 vetting 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

WORLD FINANCIAL GROUP, INC.

By: *Matthew Krishnaum*  
Signature of Authorized Officer

By: *Lessa M. Easley*  
Signature of Authorized Officer

Matthew Krishnaum, Assistant Secretary  
Print Name and Title

Lessa Easley, Assistant Secretary  
Print Name and Title

Date 2-7-19

Date 2-6-2019