

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM605792

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Equitable Financial Life Insurance Company		09/24/2020	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Equitable Holdings, Inc.		
Street Address:	1290 Avenue of the Americas		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10104		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Registration Number:	4586146	BRIGHTLIFE	
Registration Number:	6096875	DENTAL CHOICE 360	
Registration Number:	4979670	EB360	
Registration Number:	4540438	INVESTMENT EDGE	
Registration Number:	3861846	RETIREMENT CORNERSTONE	
Registration Number:	3894910	RETIREMENT CORNERSTONE SERIES CP	
Registration Number:	4017204	RETIREMENT GATEWAY	
Registration Number:	5639443	STRUCTURED CAPITAL STRATEGIES PLUS GUARD	
Registration Number:	5444393	STRUCTURED CAPITAL STRATEGIES PLUS	
Registration Number:	5261228	STRUCTURED CAPITAL STRATEGIES	
Registration Number:	3930313	STRUCTURED CAPITAL STRATEGIES	
Registration Number:	3722937	TERMONE	
Registration Number:	5922501	VUL LEGACY	
Registration Number:	5922500	VUL OPTIMIZER	
CORRESPONDENCE DATA			
Fax Number:	2125939175		
<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>			

OP \$365.00 4586146

Phone: 212-826-5579
Email: pto@fkks.com
Correspondent Name: Catherine M.C. Farrelly
Address Line 1: Frankfurt Kurnit Klein & Selz PC
Address Line 2: 28 Liberty Street
Address Line 4: New York, NEW YORK 10005

ATTORNEY DOCKET NUMBER: 023414.0200

NAME OF SUBMITTER: Catherine M.C. Farrelly

SIGNATURE: /cmcf/

DATE SIGNED: 10/29/2020

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This trademark assignment (“Assignment”) is made and entered into as of September 24, 2020, by and between Equitable Financial Life Insurance Company, a New York corporation having a business address of 1290 Avenue of the Americas, New York, New York 10104 (“Assignor”) and Equitable Holdings, Inc., a Delaware corporation having a business address of 1290 Avenue of the Americas, New York, New York 10104 (“Assignee”).

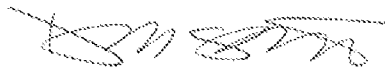
WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks listed in Schedule A, together with the respective registrations and application with the United States Patent and Trademark Office therefore, and together with all goodwill associated therewith (altogether, the “Trademarks”);

WHEREAS, Assignor desires to assign to Assignee all right, title, and interest in and to the Trademarks, together with all goodwill associated therewith, and Assignee desires to acquire all such right, title and interest.

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor’s right, title, and interest in and to the Trademarks, together with all goodwill associated therewith.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as of the date first set forth above by their duly authorized representatives.

EQUITABLE FINANCIAL LIFE
INSURANCE COMPANY

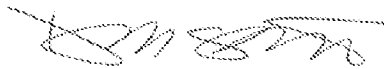
By: 

Name: Dave S. Hattem

Senior Executive Director,

Title: General Counsel and Secretary

EQUITABLE HOLDINGS, INC.

By: 

Name: Dave S. Hattem

Senior Executive Vice President,

Title: Chief Legal Officer and Secretary

Date: September 24, 2020

Date: September 24, 2020

SCHEDULE A

Trademark	U.S. App. No. or Reg. No.	Goods and/or Services
BRIGHTLIFE	4,586,146	<u>36</u> : Life insurance underwriting
DENTAL CHOICE 360	6,096,875	<u>35</u> : Maintaining a registry and database of dental service providers for the purpose of assisting insurance policy holders to find in-network providers <u>36</u> : Dental health insurance administration
EB360	4,979,670	<u>36</u> : Providing an Internet website portal featuring information regarding employee benefits concerning insurance and finance
INVESTMENT EDGE	4,540,438	<u>36</u> : Variable annuity underwriting services
RETIREMENT CORNERSTONE	3,861,846	<u>36</u> : Annuity underwriting; issuance and administration of annuities
RETIREMENT CORNERSTONE SERIES CP	3,894,910	<u>36</u> : Annuity underwriting; issuance and administration of annuities
RETIREMENT GATEWAY	4,017,204	<u>36</u> : Annuity underwriting; issuance and administration of annuities
STRUCTURED CAPITAL STRATEGIES PLUS GUARD	5,639,443	<u>36</u> : Annuity underwriting
STRUCTURED CAPITAL STRATEGIES PLUS	5,444,393	<u>36</u> : Annuity underwriting
STRUCTURED CAPITAL STRATEGIES	5,261,228	<u>36</u> : Annuity underwriting
STRUCTURED CAPITAL STRATEGIES	3,930,313	<u>36</u> : Annuity underwriting
TERMONE	3,722,937	<u>36</u> : Insurance services, namely, issuance, administration, underwriting and brokerage of life insurance
VUL LEGACY	5,922,501	<u>36</u> : Insurance services, namely, underwriting, issuing and administration of life insurance
VUL OPTIMIZER	5,922,500	<u>36</u> : Insurance services, namely, underwriting, issuing and administration of life insurance