

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM627849

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 Distribution Holding Corporation		01/28/2021	Corporation: DELAWARE
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: 6			
Property Type	Number	Word Mark	
Registration Number:	3158042	EXECUTIVE LIFE INCOME PLAN (ELIP)	
Registration Number:	3307000	NONQUALIFIED PLAN DOCTOR	
Registration Number:	4260965	ACCOUNTANT LIFE INCOME PLAN (ALIP)	
Registration Number:	5058885	LIP	
Registration Number:	5832530		
Registration Number:	4261533	PROFESSIONAL ATHLETE LIFE INCOME PLAN (P	
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:	212-980-0120		
Email:	pto@fkks.com		
Correspondent Name:	Catherine M.C. Farrelly		
Address Line 1:	28 Liberty Street		
Address Line 4:	New York, NEW YORK 10005		
NAME OF SUBMITTER:	Catherine M.C. Farrelly		
SIGNATURE:	/cmcf/		
DATE SIGNED:	02/23/2021		

OP \$165.00 3158042

Total Attachments: 6

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TRADEMARK ASSIGNMENT

This trademark assignment (“Assignment”) is made and entered into as of January 28, 2021, by and between Equitable Distribution Holding Corporation, a Delaware 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 attached hereto, including the federal and state registrations therefor, 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, and Assignee desires to acquire all such right, title and interest.

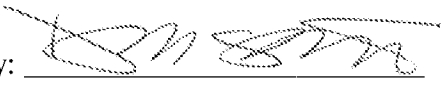
NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor’s right, title, and interest in and to the Trademarks.

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 DISTRIBUTION HOLDING CORPORATION

EQUITABLE HOLDINGS, INC.

By: _____

By:  _____

Name: Robin M. Raju

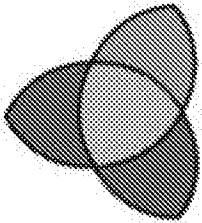
Name: Dave S. Hattem

Title: Chairman of the Board and Chief Executive Officer

Title: Senior Executive Vice President, Chief Legal Officer and Secretary

Schedule A

Federal Trademark Filings

Mark	Reg. No.	Reg. Date	Services
EXECUTIVE LIFE INCOME PLAN (ELIP)	3,158,042	10/17/2006	<u>Class 36:</u> Financial analysis and consultation
NONQUALIFIED PLAN DOCTOR	3,307,000	10/09/2007	<u>Class 36:</u> Financial analysis and consultation
ACCOUNTANT LIFE INCOME PLAN (ALIP)	4,260,965	12/18/2012	<u>Class 36:</u> Financial analysis and consultation
LIP	5,058,885	10/11/2016	<u>Class 36:</u> Financial planning, namely, to help high-income individuals enhance their retirement funds
	5,832,530	08/13/2019	<u>Class 36:</u> Financial analysis and consultation
PROFESSIONAL ATHLETE LIFE INCOME PLAN (PROLIP)	4,261,533	12/18/2012	<u>Class 36:</u> Financial analysis and consultation

State Trademark Filings

Mark	State	Reg. No.	Reg. Date	Services
ACCOUNTANT LIFE INCOME PLAN	Illinois	112397	11/15/2018	<u>Class 36:</u> Financial analysis and consultation
ATTORNEY LIFE INCOME PLAN	Illinois	112398	11/15/2018	<u>Class 36:</u> Financial analysis and consultation
DENTIST LIFE INCOME PLAN	Illinois	112414	11/26/2018	<u>Class 36:</u> Financial analysis and consultation
EXECUTIVE LIFE INCOME PLAN (ELIP)	Illinois	103047	06/17/2011	<u>Class 36:</u> Financial analysis and consultation

Mark	State	Reg. No.	Reg. Date	Services
LIP	Illinois	108931	03/04/2016	<u>Class 36</u> : Selling of insurance and financial services for retirement income planning
NONQUALIFIED PLAN DOCTOR	Illinois	103046	06/17/2011	<u>Class 36</u> : Financial analysis and consultation
PHYSICIANS LIFE INCOME PLAN (PLIP)	Illinois	096426	08/17/2006	<u>Class 36</u> : Financial services
PHYSICIAN'S LIFE INCOME PLAN	Illinois	112415	11/26/2018	<u>Class 36</u> : Financial analysis and consultation
PRO ATHLETE LIFE INCOME PLAN	Illinois	112399	11/15/2018	<u>Class 36</u> : Financial analysis and consultation

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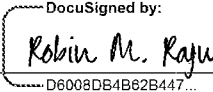
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EQUITABLE HOLDINGS, INC.

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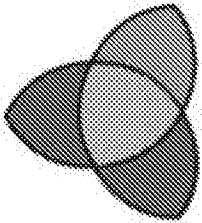
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