

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM645116

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Londen Insurance Group, Inc.		05/07/2021	Corporation: ARIZONA

RECEIVING PARTY DATA

Name:	Wells Fargo Bank, National Association, as Administrative Agent
Street Address:	1700 Lincoln Street, 3rd Floor
Internal Address:	MAC C7300-033
City:	Denver
State/Country:	COLORADO
Postal Code:	80203
Entity Type:	National Banking Association: UNITED STATES

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	2499354	LINCOLN HERITAGE LIFE INSURANCE COMPANY
Registration Number:	5103421	LINCOLN HERITAGE FUNERAL ADVANTAGE
Registration Number:	5103423	LINCOLN HERITAGE LIFE INSURANCE COMPANY
Registration Number:	5233510	FUNERAL ADVANTAGE FROM LINCOLN HERITAGE
Registration Number:	5233559	FUNERAL ADVANTAGE FROM LINCOLN HERITAGE
Registration Number:	4356957	LINCOLN HERITAGE FUNERAL ADVANTAGE
Registration Number:	5725799	FUNERAL INSIDER
Registration Number:	5711319	BECAUSE YOU WANT TO LEAVE MEMORIES - NOT
Registration Number:	5318977	SECUREAPP

CORRESPONDENCE DATA

Fax Number: 7043738822

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.

Phone: 7043734640

Email: bsmith@mcguirewoods.com

Correspondent Name: Betty G. Smith, Senior Paralegal

Address Line 1: McGuireWoods LLP, 201 N. Tryon St.

Address Line 2: Suite 3000

Address Line 4: Charlotte, NORTH CAROLINA 28202

TRADEMARK

ATTORNEY DOCKET NUMBER:	2029724-1700
NAME OF SUBMITTER:	Betty G. Smith
SIGNATURE:	/Betty G. Smith/
DATE SIGNED:	05/07/2021

Total Attachments: 4

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**NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS**

Dated as of May 7, 2021

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Amended and Rested Collateral Agreement dated as of May 7, 2021 (as amended, restated, supplemented or otherwise modified from time to time, the "Agreement") among the Grantor (as identified on the signature pages hereto), the other grantors party thereto and the Administrative Agent (as identified on the signature pages hereto) for the Secured Parties referenced therein, the undersigned Grantor has granted a continuing security interest in and continuing lien upon the trademarks and trademark applications identified on Schedule A to the Administrative Agent for the ratable benefit of the Secured Parties.

The Grantor and the Administrative Agent, on behalf of the Secured Parties, each hereby acknowledge and agree that the security interest in such trademarks and trademark applications (a) may only be terminated in accordance with the terms of the Agreement and (b) is not to be construed as an assignment of any trademark or trademark application.

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Very truly yours,

GRANTOR:

LONDEN INSURANCE GROUP, INC.

Londen Insurance Group, Inc.
4343 E. Camelback Rd.
Ste. 400
Phoenix, AZ 85018

By: 
Name: Matthew T. Londen
Title: Senior Vice President, CFO, Treasurer

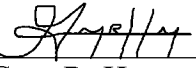
JURISDICTION OF FORMATION OF
GRANTOR: Arizona

Acknowledged and accepted:

ADMINISTRATIVE AGENT:

Wells Fargo Bank, National Association
1700 Lincoln Street, 3rd Floor
MAC C7300-033
Denver, CO 80203-4500

**WELLS FARGO BANK,
NATIONAL ASSOCIATION, as
Administrative Agent**

By: 
Name: Greg R. Heap
Title: Vice President

**SCHEDULE A
TO
NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS**

TRADEMARKS

Trademark	Owner	Country / U.S. State	Registration Number	Filing Date
Lincoln Heritage Life Insurance Company	Londen Insurance Group, Inc.	United States	2499354	12/23/1998
Lincoln Heritage Funeral Advantage (with blades of grass)	Londen Insurance Group, Inc.	United States	5103421	2/2/2016
Lincoln Heritage Life Insurance Company (with blades of grass)	Londen Insurance Group, Inc.	United States	5103423	2/2/2016
Funeral Advantage from Lincoln Heritage	Londen Insurance Group, Inc.	United States	5233510	3/24/2016
Funeral Advantage From Lincoln Heritage Life Insurance Company	Londen Insurance Group, Inc.	United States	5233559	4/5/2016
Lincoln Heritage Funeral Advantage	Londen Insurance Group, Inc.	United States	4356957	8/19/2012
Funeral Insider	Londen Insurance Group, Inc.	United States	5725799	4/16/2019
Because you want to leave memories – not bills	Londen Insurance Group, Inc.	United States	5711319	3/26/2019
SecureApp	Londen Insurance Group, Inc.	United States	5318977	11/22/2016

TRADEMARK APPLICATIONS

None.