

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM664653

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ASSURANT, INC.		08/02/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	CMFG LIFE INSURANCE COMPANY		
Street Address:	5910 Mineral Point Road		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53705		
Entity Type:	Corporation: IOWA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	4960930	ASSOCIATION FOR PERSONAL RESOURCE PLANNI	
Registration Number:	1693521	FAMILY CONSIDERATIONS	
Registration Number:	4841821	FAMILYSIDE	
Registration Number:	4841822	FAMILYSIDE	
Registration Number:	2161393	PREMIER CLUB	
Registration Number:	1719599	REFLECTIONS	
CORRESPONDENCE DATA			
Fax Number:	6082584258		
<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:	608 258-4204		
Email:	jrodriguez@foley.com		
Correspondent Name:	Tricia L. Schulz - Foley & Lardner LLP		
Address Line 1:	150 East Gilman Street		
Address Line 2:	Suite 5000		
Address Line 4:	Madison, WISCONSIN 53703		
ATTORNEY DOCKET NUMBER:	077008-0168		
NAME OF SUBMITTER:	Tricia L. Schulz		
SIGNATURE:	/tschulz/		
DATE SIGNED:	08/03/2021		

OP \$165.00 4960930

Total Attachments: 4

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U.S. TRADEMARK ASSIGNMENT

This U.S. TRADEMARK ASSIGNMENT, dated as of August 2, 2021 (the "Assignment"), is made by ASSURANT, INC., a Delaware corporation ("Assignor"), to CMFG LIFE INSURANCE COMPANY, an Iowa stock life and accident & health insurance company ("Assignee").

WHEREAS, Assignor, Interfinancial Inc., a Georgia corporation, CMFG Life Insurance Company, an Iowa stock life and accident & health insurance company, and TruStage Global Holdings, ULC, an Alberta unlimited liability company, have entered into that certain Equity Purchase Agreement (the "Purchase Agreement") under which Assignor agreed to assign certain assets of Assignor to Assignee and which provides for the execution and delivery of this Assignment by Assignor to Assignee (capitalized terms used herein without definition shall have the meanings set forth in the Purchase Agreement);

WHEREAS, Assignor owns all right, title and interest in and to the marks set forth on Exhibit A hereto and incorporated by reference herein, which are registered in, or for which application for registration has been filed in, the United States Patent and Trademark Office (collectively, the "Assigned U.S. Marks"); and

WHEREAS, pursuant to Section 4.14(a) of the Purchase Agreement, Assignor wishes to assign to Assignee, and Assignee desires to purchase or acquire, all of Assignor's right, title and interest in and to the Assigned U.S. Marks, together with the goodwill symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees as follows:

Assignor does hereby assign to Assignee all right, title and interest of Assignor in and to the Assigned U.S. Marks, the registrations and applications for registration thereof, and the goodwill of the business connected with the use thereof and symbolized thereby, free and clear of all Liens, other than Permitted Liens; all rights of priority therein in any country as may now or hereafter be granted to it by law, treaty or other international convention; and all rights, interests, claims and demands recoverable in law or equity, that Assignor has or may have in profits and damages for past, present and future infringements of the Assigned U.S. Marks, including, but not limited to, the right to compromise, sue for and collect such profits and damages; the same to be held and enjoyed by Assignee, its successors and assigns or their legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

From time to time after the Closing Date, at the request of Assignee, without further consideration and at the expense of Assignee, Assignor shall execute and deliver to Assignee, or shall cause to be executed and delivered to Assignee, such additional instruments or documents, and shall take or cause to be taken such other actions, as Assignee may reasonably request in order to consummate more effectively the transactions contemplated hereby.

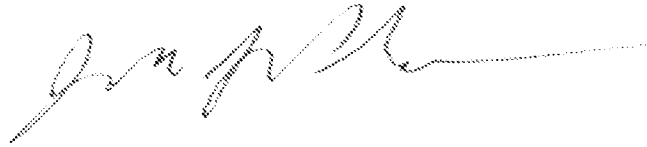
Nothing contained herein shall release any of the parties hereto from any of their respective obligations under the Purchase Agreement or in any way supersede, enlarge, diminish, limit, amend or modify any of the representations, warranties, indemnities, covenants or agreements of such parties set forth in the Purchase Agreement. In the event of any conflict or inconsistency between the terms of the Purchase Agreement and the terms hereof, the terms of the Purchase Agreement shall govern.

This Assignment shall be governed by, and construed and enforced in accordance with, the Laws of the United States for trademark issues, and for all other matters, the Laws of the State of New York (without giving effect to its principles or rules of conflict of Laws, to the extent such principles or rules are not mandatorily applicable by statute and would permit or require the application of Laws of any other jurisdiction), including but not limited to matters of validity, construction, effect, performance and remedies.

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IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized officer as of the date first written above.

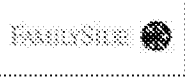
ASSURANT, INC.

A handwritten signature in black ink, appearing to read "Joe Pehota", with a long horizontal flourish extending to the right.

By: _____
Name: Joe Pehota
Title: Senior Vice President

EXHIBIT A

Trademark Registrations

Mark	Region	App. No.	App. Date	Reg. No.	Reg. Date
ASSOCIATION FOR PERSONAL RESOURCE PLANNING (APRP)	United States	86/371,174	8/19/14	4,960,930	5/17/16
FAMILY CONSIDERATIONS	United States	74/120,121	12/3/90	1,693,521	6/9/92
FAMILYSIDE	United States	86/028,794	8/5/13	4,841,821	10/27/15
FAMILYSIDE & Design 	United States	86/029,057	8/5/13	4,841,822	10/27/15
PREMIER CLUB	United States	75/180,274	10/11/96	2,161,393	6/2/98
REFLECTIONS	United States	74/119,796	12/3/90	1,719,599	9/22/92