

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2


ETAS ID: TM766496

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
THE RELIABLE LIFE INSURANCE COMPANY		11/08/2022	Corporation: MISSOURI
RECEIVING PARTY DATA			
Name:	KEMPER CORPORATION		
Street Address:	200 East Randolph Street		
Internal Address:	Suite 3300		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60601		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1690458	THE RELIABLE LIFE INSURANCE COMPANY FOUN	
CORRESPONDENCE DATA			
Fax Number:	3123609315		
<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:	312-987-2918		
Email:	smelby@gbc.law		
Correspondent Name:	Greer, Burns & Crain. Ltd.		
Address Line 1:	300 South Wacker Drive		
Address Line 2:	Suite 2500		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Paul R. Kitch		
SIGNATURE:	/Paul R. Kitch/		
DATE SIGNED:	11/08/2022		
Total Attachments: 2			
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OP \$40.00 1690458

TRADEMARK ASSIGNMENT

WHEREAS, **THE RELIABLE LIFE INSURANCE COMPANY**, a Missouri corporation, having an address of 12115 Lackland Road, St. Louis, Missouri 63146 (hereinafter "ASSIGNOR") has adopted, used and owns the Trademark—

<u>MARK</u>	<u>REG. NO.</u>	<u>SERIAL NO.</u>
THE RELIABLE LIFE INSURANCE COMPANY FOUNDED 1912 "OUR NAME IS OUR MOTTO" T J M 	1690458	74122064

(hereinafter the "Trademark")

WHEREAS, **KEMPER CORPORATION**, a Delaware corporation, having a place of business located at Suite 3300, 200 East Randolph Street, Chicago, Illinois 60601 (hereinafter "ASSIGNEE") is desirous of acquiring the entire right, title and interest in and to said Trademark and the goodwill of the business symbolized by the Trademark.

WHEREAS, ASSIGNOR is the owner of the Trademark and has not previously assigned or otherwise encumbered the Trademark, and is free to enter into this Assignment.

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, ASSIGNOR hereby sells, assigns, and transfers to ASSIGNEE, and its successors and assigns, all of its right, title, and interest in and to the Trademark and registration therefor, including the goodwill of the business associated

therewith, in the United States of America and every other country of the world, and all claims for any past infringements of such rights.

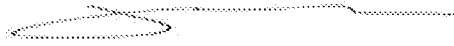
For the above recited considerations, ASSIGNOR agrees for itself and for its successors and assigns that it will, at the request and expense of ASSIGNEE, its successors and assigns, execute and deliver, without further consideration, any and all assignments and documents, and perform such other acts as it lawfully may, that may be deemed necessary by the ASSIGNEE, and its successors and assigns, fully to secure its interest as aforesaid and to obtain or maintain registrations in any and all countries.

This Assignment shall inure to the benefit of and be binding on the parties and their respective successors and assigns.

WHEREFOR, ASSIGNOR and ASSIGNEE have caused this Assignment to be executed by their respective officers, who personally represent that they are duly authorized to execute this Assignment.

THIS ASSIGNMENT is made the ____ day of _____, 2022.

THE RELIABLE LIFE INSURANCE COMPANY

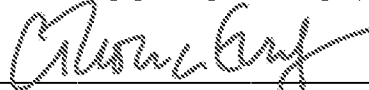


Name: Jennifer Kopps-Wagner
Title: VP & Secretary

Date: 11/08/2022

Accepted:

KEMPER CORPORATION



Name: C. Thomas Edinger, Jr.
Title: Executive Vice President

Date: 30 Sept. 2022