

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM805849

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900764904		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pacific Life Insurance Company		03/31/2023	Corporation: NEBRASKA
RECEIVING PARTY DATA			
Name:	Pacific Asset Management LLC		
Street Address:	840 Newport Center Drive		
City:	Newport Beach		
State/Country:	CALIFORNIA		
Postal Code:	92660		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	5563959	PACIFIC ASSET MANAGEMENT	
Registration Number:	3327298	PACIFIC ASSET MANAGEMENT	
Registration Number:	6816384	GETTING CREDIT	
Registration Number:	6382346	GETTING CREDIT	
Registration Number:	6143595	BUILT FOR INCOME	
CORRESPONDENCE DATA			
Fax Number:	6123329081		
<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:	6123325300		
Email:	cking@merchantgould.com		
Correspondent Name:	Heather J. Kliebenstein		
Address Line 1:	P.O. Box 2910		
Address Line 4:	Minneapolis, MINNESOTA 55402-0910		
ATTORNEY DOCKET NUMBER:	18473.0043US01		
NAME OF SUBMITTER:	/Heather J. Kliebenstein/		
SIGNATURE:	/Heather J. Kliebenstein/		
DATE SIGNED:	04/25/2023		

Total Attachments: 5

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TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM802099

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pacific Life Insurance Company		03/31/2023	Corporation: NEBRASKA
RECEIVING PARTY DATA			
Name:	Pacific Asset Management LLC		
Street Address:	840 Newport Center Drive		
City:	Newport Beach		
State/Country:	CALIFORNIA		
Postal Code:	92660		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	5563959	PACIFIC ASSET MANAGEMENT	
Registration Number:	3327298	PACIFIC ASSET MANAGEMENT	
Registration Number:	6816384	GETTING CREDIT	
Registration Number:	6382346	GETTING CREDIT	
Registration Number:	6143595	BUILT FOR INCOME	
CORRESPONDENCE DATA			
Fax Number:	6123329081		
<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:	6123325300		
Email:	cking@merchantgould.com		
Correspondent Name:	Heather J. Kliebenstein		
Address Line 1:	P.O. Box 2910		
Address Line 4:	Minneapolis, MINNESOTA 55402-0910		
ATTORNEY DOCKET NUMBER:	18473.0043US01		
NAME OF SUBMITTER:	Heather J. Kliebenstein		
SIGNATURE:	/Heather J. Kliebenstein/		
DATE SIGNED:	04/11/2023		

OP \$140.00 5563959

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (“Trademark Assignment”), dated as of March 31, 2023, is made by Pacific Life Insurance Company, a Nebraska Corporation, located at 700 Newport Center Drive, Newport Beach, California (“Assignor”), in favor of Pacific Asset Management LLC, a Delaware Corporation, located at 840 Newport Center Drive, Newport Beach, California (“Assignee”).

WHEREAS, Assignor is the indirect parent company of the Assignee;

WHEREAS, Assignor owns all rights, titles and interests in and to certain U.S. registered trademarks listed on attached Schedule 1 (“Marks”); and

WHEREAS, Assignor wishes to permanently assign and transfer to Assignee, and Assignee desires to acquire, all right, title and interest in and to the Marks, together with the goodwill connected with the use of and symbolized by the Marks.

NOW THEREFORE, the Assignor and Assignee agree as follows:

ASSIGNMENT: In consideration of the sum of One Dollar (\$1.00) and for other good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and the Assignee hereby accepts, all of Assignor’s right, title, and interest in and to the following:

- 1) The Marks and all issuances, extensions, and renewals thereof together with the goodwill of the business connected with the use of, and symbolized by, the Marks (the “Assigned Marks”);
- 2) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;
- 3) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and
- 4) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

RECORDATION AND FURTHER ACTIONS: Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office to record and register this Trademark Assignment. Following the date hereof, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments,

powers of attorney, or other documents, as may be reasonably necessary to effect, evidence, or perfect the assignment of the Assigned Trademarks to Assignee, or any Assignee successor thereto.

COUNTERPARTS: This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

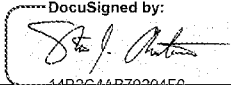
SUCCESSORS AND ASSIGNS: This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

GOVERNING LAW: This Trademark Assignment and any claim, controversy, dispute, or cause of action (whether in contract, tort, or otherwise) based upon, arising out of, or relating to this Trademark Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of California, without giving effect to any choice or conflict of law provision or rule (whether of the State of California or any other jurisdiction).

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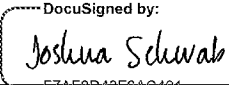
IN WITNESS WHEREOF, Assignor has duly executed and delivered this Trademark Assignment to the Assignee as of the date first written above.

PACIFIC LIFE INSURANCE COMPANY

DocuSigned by:

By: _____
Name: Steven J. Chesterman
Title: Assistant Vice President

Agreed and accepted as of the date first written above:

PACIFIC ASSET MANAGEMENT LLC

DocuSigned by:

By: _____
Name: Joshua B. Schwab
Title: Assistant Vice President

SCHEDULE 1

ASSIGNED TRADEMARKS

MARK NAME	SERIAL	REGISTRATION	STATUS	COUNTRY
PACIFIC ASSET MANAGEMENT	87649221	5563959	Registered	USA
PACIFIC ASSET MANAGEMENT	78811423	3327298	Registered	USA
GETTING CREDIT	90651627	6816384	Registered	USA
GETTING CREDIT	90141173	6382346	Registered	USA
BUILT FOR INCOME	88683755	6143595	Registered	USA