

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM844622

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Aflac Benefits Solutions, Inc.		10/09/2023	Corporation: FLORIDA
RECEIVING PARTY DATA			
Name:	American Family Life Assurance Company of Columbus		
Street Address:	1932 Wynnton Road		
City:	Columbus		
State/Country:	GEORGIA		
Postal Code:	31999		
Entity Type:	Stock Life Insurance Company: NEBRASKA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	97606585	AFLAC BENEFITS SOLUTIONS	
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:	+13126025000		
Email:	steve.trubac@bcplaw.com		
Correspondent Name:	Steve Trubac		
Address Line 1:	211 North Broadway		
Address Line 2:	Suite 3600		
Address Line 4:	St. Louis, MISSOURI 63102		
ATTORNEY DOCKET NUMBER:	1134592.19		
NAME OF SUBMITTER:	Steve Trubac		
SIGNATURE:	/Steve Trubac/		
DATE SIGNED:	10/09/2023		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (“Assignment”) is made and entered into as of October ____, 2023, by and between Aflac Benefits Solutions, Inc., a Florida corporation (“Assignor”), and American Family Life Assurance Company of Columbus, a Nebraska stock life insurance company (“Assignee”).

WHEREAS, Assignor owns certain rights in and to the AFLAC BENEFITS SOLUTIONS™ trademark, including the application listed on Exhibit A, attached hereto, and the goodwill of the business associated with the foregoing (collectively, the “Mark”); and

WHEREAS, Assignee desires to acquire all of Assignor’s right, title, and interest, and all goodwill associated therewith, in, to, and under the Mark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties, intending to be legally bound, agree as follows:

1. **Assignment**. Assignor does hereby assign, sell, transfer and convey unto Assignee, its successors and assigns, all of its right, title and interest in, to, and under the Mark, including any and all goodwill associated therewith, all applications and registrations therefor, all common law rights therein, any and all trademark and/or service mark rights related thereto, and all past, present, and future income, royalties, fees, damages, and payments now or hereafter due or payable in respect thereto, and in and to any and all past, present, and future causes of action (either in law or in equity), and the right to enforce any rights and file any causes of action, including the right to recover damages, for any past, present, or future infringement or misappropriation of the Mark.

2. **Miscellaneous**. Assignor hereby agrees to execute, acknowledge, and deliver any and all documents and to take such other and further actions as Assignee, in its reasonable discretion deems desirable or necessary to make a record with any and all government agencies, authorities, courts, tribunals, or third parties, of the fact that Assignee owns all right, title, and interest in, to, and under the Mark, and any and all goodwill associated therewith, and that Assignor no longer has any right, title, or interest, of any kind or nature, in or to the Mark.

3. **Counterparts**. This Assignment may be executed in original, facsimile, or electronic counterparts, including portable document format (PDF) and secure electronic signature (such as DocuSign), each of which will be deemed an original, and which when taken together will constitute one and the same instrument.

IN WITNESS WHEREOF, the undersigned have caused this Assignment to be duly executed on behalf of the parties as of the below date(s).

ASSIGNOR: AFLAC BENEFITS SOLUTIONS, INC., a Florida corporation

By: 
Matthew Loudermilk

Title: Vice President, Secretary

Date: 10/9/23

ASSIGNEE: AMERICAN FAMILY LIFE ASSURANCE COMPANY OF COLUMBUS, a Nebraska stock life insurance company

By: 
Thomas P. McKenna

Title: Senior Vice President, Deputy General Counsel

Date: Oct. 9, 2023

EXHIBIT A

Mark	App. No.	Date Filed	Reg. No.	Reg. Date
AFLAC BENEFITS SOLUTIONS™	97606585	09-26-2022	N/A	N/A