

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM872085

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Equitable Financial Life Insurance Company		01/27/2024	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Equitable Holdings, Inc.		
<b>Street Address:</b>	1345 Avenue of the Americas		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10105		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 21</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6137009	SEMESTER STRATEGIES	
<b>Registration Number:</b>	6431261	SHARE YOUR LOVE FAMILY DISCUSSION GUIDE	
<b>Registration Number:</b>	3826892	CHARITABLE LEGACY RIDER	
<b>Registration Number:</b>	3932944	MARKET STABILIZER OPTION	
<b>Registration Number:</b>	3769237	THE RETIREMENT PYRAMID	
<b>Registration Number:</b>	3375649	INCENTIVE LIFE	
<b>Registration Number:</b>	3604094	INCENTIVE LIFE OPTIMIZER	
<b>Registration Number:</b>	3546823	INCENTIVE LIFE LEGACY	
<b>Registration Number:</b>	3640653	THE RETIREMENT PYRAMID	
<b>Registration Number:</b>	3782068	CORPORATE OWNED INCENTIVE LIFE	
<b>Registration Number:</b>	3991171	BATL PLAN	
<b>Registration Number:</b>	5771605	POLICY HEALTH CHECK	
<b>Registration Number:</b>	3541395	CROSSINGS	
<b>Registration Number:</b>	4262760	PERSONAL INCOME BENEFIT	
<b>Registration Number:</b>	5261251	MARKET STABILIZER OPTION	
<b>Registration Number:</b>	3273029	INCOME MANAGER	
<b>Registration Number:</b>	3858031	SERIES CP	
<b>Registration Number:</b>	3362183	STYLUS	
<b>Registration Number:</b>	3380532	EQUI-VEST	

OP \$540.00 6137009



Property Type	Number	Word Mark
Registration Number:	4801128	ESCROW SHIELD PLUS
Registration Number:	2437835	ACCUMULATOR

#### CORRESPONDENCE DATA

**Fax Number:** 2125939175

*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:** 2129800120

**Email:** pto@fkks.com

**Correspondent Name:** Catherine M.C. Farrelly

**Address Line 1:** 28 Liberty Street

**Address Line 4:** New York, NEW YORK 10005

<b>NAME OF SUBMITTER:</b>	Catherine M.C. Farrelly
<b>SIGNATURE:</b>	/cmcf/
<b>DATE SIGNED:</b>	01/29/2024

#### Total Attachments: 3

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## **TRADEMARK ASSIGNMENT**

This trademark assignment ("Assignment") is made and entered into as of January 27, 2024, by and between Equitable Financial Life Insurance Company, a New York corporation having a business address of 1345 Avenue of the Americas, New York, NY 10105 ("Assignor") and Equitable Holdings, Inc., a Delaware corporation having a business address of 1345 Avenue of the Americas, New York, NY 10105 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks listed in Schedule A hereto, together with the respective registrations therefor, and all goodwill associated therewith (together, the "Trademarks");

WHEREAS, Assignor desires to assign to Assignee all right, title, and interest in and to the Trademarks, including all goodwill associated therewith, and Assignee desires to acquire all such right, title and interest.

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the Trademarks, including all goodwill associated therewith.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as of the date first set forth above by their duly authorized representatives.

EQUITABLE FINANCIAL LIFE  
INSURANCE COMPANY

By: Kurt W. Meyers

Name: Kurt Meyers

Title: Deputy General Counsel and Signatory  
Officer

Date: 1/27/2024

EQUITABLE HOLDINGS, INC.

By: Kurt W. Meyers

Name: Kurt Meyers

Title: Deputy General Counsel and  
Signatory Officer

Date: 1/27/2024



## **SCHEDULE A**

<b>Trademark</b>	<b>U.S. Reg. No.</b>	<b>Goods and/or Services</b>
SEMESTER STRATEGIES	6,137,009	<b>36:</b> Financial planning and investment advisory services in relation to variable annuities.
SHARE YOUR LOVE FAMILY DISCUSSION GUIDE	6,431,261	<b>09:</b> Downloadable electronic publications, namely, brochures in the field of estate planning and end of life planning.  <b>16:</b> Printed publications, namely, brochures in the field of estate planning and end of life planning.
CHARITABLE LEGACY RIDER	3,826,892	<b>36:</b> Life insurance services, namely, providing additional death benefits to the policy face amount for the qualified organization(s) chosen by the policy owner.
MARKET STABILIZER OPTION	3,932,944	<b>36:</b> Life insurance underwriting.
THE RETIREMENT PYRAMID	3,769,237	<b>41:</b> Educational services, namely, seminars and workshops in the field of financial planning and financial management preparation for retirement.
INCENTIVE LIFE	3,375,649	<b>36:</b> Investment management in the field of variable life insurance, issuance and administration of variable life insurance.
INCENTIVE LIFE OPTIMIZER	3,604,094	<b>36:</b> Investment management in the field of variable life insurance, issuance and administration of variable life insurance.
INCENTIVE LIFE LEGACY	3,546,823	<b>36:</b> Investment management in the field of variable life insurance, issuance and administration of variable life insurance.
THE RETIREMENT PYRAMID	3,640,653	<b>36:</b> Financial services, namely, financial planning, financial management, and financial advisory services.
CORPORATE OWNED INCENTIVE LIFE	3,782,068	<b>36:</b> Investment management in the field of variable life insurance; insurance services, namely, underwriting [ , issuing ] and administration of life insurance.
BATL PLAN	3,991,171	<b>36:</b> Administration of employee benefit plans featuring life insurance, death benefit protection and cash value accumulation.
POLICY HEALTH CHECK	5,771,605	<b>36:</b> Life insurance information and consultancy.
CROSSINGS	3,541,395	<b>36:</b> Investment management, distribution and administration of variable annuities.
PERSONAL INCOME BENEFIT	4,262,760	<b>36:</b> Financial services, namely, providing an investment option available for variable annuity and variable life insurance



Trademark	U.S. Reg. No.	Goods and/or Services
		products.
MARKET STABILIZER OPTION	5,261,251	<b>36:</b> Life insurance underwriting.
INCOME MANAGER	3,273,029	<b>36:</b> Underwriting and administration in the field of annuities.
SERIES CP	3,858,031	<b>36:</b> Annuity underwriting; Issuance and administration of annuities.
STYLUS	3,362,183	<b>36:</b> Administration of individual deferred variable annuities.
EQUI-VEST	3,380,532	<b>36:</b> Administration of individual and group deferred variable annuities.
ESCROW SHIELD PLUS	4,801,128	<b>36:</b> Maintaining escrow accounts for investments and sales transactions.
ACCUMULATOR	2,437,835	<b>36:</b> ADMINISTERING AND UNDERWRITING DEFERRED ANNUITIES.