

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jefferson-Pilot Communications Company of North Carolina		04/03/2007	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Lincoln Financial Media Company of Florida		
Street Address:	100 N. Greene Street		
City:	Greensboro		
State/Country:	NORTH CAROLINA		
Postal Code:	27401		
Entity Type:	CORPORATION: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3196600	THE PERSONALITY	
CORRESPONDENCE DATA			
Fax Number:	(260)455-0062		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	260-455-3939		
Email:	angela.michelini@LFG.com		
Correspondent Name:	Angela S. Michelini		
Address Line 1:	1300 S. Clinton Street		
Address Line 2:	7C00		
Address Line 4:	Fort Wayne, INDIANA 46802		
ATTORNEY DOCKET NUMBER:	06-00-5782		
NAME OF SUBMITTER:	Angela S. Michelini		
Signature:	/Angela S. Michelini/		

CH \$40.00 3196600

Date:

07/06/2007

Total Attachments: 1

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SERVICE MARK ASSIGNMENT

WHEREAS, JEFFERSON-PILOT COMMUNICATIONS COMPANY OF NORTH CAROLINA ("ASSIGNOR"), a North Carolina corporation, having its principal place of business at 100 N. Greene Street, Greensboro, North Carolina 27401, is the owner of the following service mark:

THE PERSONALITY

U. S. Reg. No. 3,196,600

WHEREAS, LINCOLN FINANCIAL MEDIA COMPANY OF FLORIDA ("ASSIGNEE"), a North Carolina corporation, having its principal place of business at 100 N. Greene Street, Greensboro, North Carolina 27401, desires to acquire the entire right, title and interest of ASSIGNOR in and to said intellectual property;

NOW, THEREFORE, in consideration of the sum of Ten U. S. Dollars (US\$10.00) and other good and valuable consideration, the receipt and sufficiency is hereby acknowledged, ASSIGNOR does hereby assign, sell, transfer and set over unto said ASSIGNEE, its successors and assigns, the full, entire and exclusive right, title and interest in and to said intellectual property, together with good will of the business associated therewith, for the territory of the United States of America, said intellectual property to be held and enjoyed by said ASSIGNEE, and its successors and assigns, to the full end of the term for which said intellectual property has been or will be granted, as fully and entirely as the same would have been held by ASSIGNOR had this assignment not been made.

This Assignment shall be effective as of April 3, 2007.

JEFFERSON-PILOT COMMUNICATIONS
COMPANY OF NORTH CAROLINA

By: 
Leon Porter
Senior Vice President & Secretary