

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
CUNA Mutual Insurance Society		07/31/2009	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Ascensus, Inc.		
Street Address:	200 Dryden Road		
City:	Dresher		
State/Country:	PENNSYLVANIA		
Postal Code:	19025		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2681039	IRADIRECT	
Registration Number:	2713230	IRADIRECT	
Registration Number:	3020665	IRA SUPERTRAIN	
CORRESPONDENCE DATA			
Fax Number:	(202)842-8465		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-842-8800		
Email:	dctrademarks@dbr.com, andrea.engel@dbr.com		
Correspondent Name:	Jennifer L. Dean		
Address Line 1:	Drinker Biddle & Reath LLP		
Address Line 2:	1500 K Street, N.W., Ste. 1100		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005-1209		
ATTORNEY DOCKET NUMBER:	038301/424720		
NAME OF SUBMITTER:	Andrea L. Engel		

OP \$90.00 2681039

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**TRADEMARK
 REEL: 004040 FRAME: 0279**

Signature:	/Andrea L. Engel/
Date:	08/07/2009
Total Attachments: 2 source=Ascensus Assignment#page1.tif source=Ascensus Assignment#page2.tif	

ASSIGNMENT OF SERVICE MARKS

WHEREAS, CUNA Mutual Insurance Society, a corporation organized according to the laws of the State of Wisconsin, maintaining its principal place of operations at 5910 Mineral Point Road, Madison, WI, 53705 (hereinafter, "Assignor"), has used the mark(s) set forth on the attached Schedule TM (hereinafter referred to as, "the Marks"), which are (if indicated on the said Schedule TM) registered in the United States Patent and Trademark Office; and

WHEREAS, Ascensus, Inc., a corporation organized according to the laws of the State of Delaware, maintaining a principal place of business at 200 Dryden Road, Dresher, PA 19025, (hereinafter, "Assignee"), is desirous of acquiring all rights that Assignor may have in and to the Marks and the registrations therefor, together with the good will of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks and the U.S. registrations and applications therefor, together with the good will of the business in connection with which the Marks are used and which is symbolized by the Marks, along with all rights to sue, bring actions and recover and hold damages, profits and other compensation for any and all past, present and future infringements and unauthorized uses of the Marks.

Assignor covenants and agrees that, upon the reasonable request of Assignee and at Assignee's sole expense, Assignor shall execute all papers, make all rightful oaths, testify on behalf of Assignee, furnish such documents, materials, information and/or assistance, and do all other lawful acts necessary to perfect the assignment of the Marks to Assignee and otherwise carry out the intent of this Assignment.

CUNA MUTUAL INSURANCE SOCIETY

BY: St - Sorrel
 Steven A. Sorrel
 Vice President

Date: 7/31/09

STATE OF WISCONSIN)
) SS
COUNTY OF DANE)

On this 31ST day of July, 2009, before me personally came Steven A. Sorrel, to me known, who being by me duly sworn, did depose and say that he is the Vice President of CUNA Mutual Insurance Society, the corporation described herein and which executed the foregoing instrument; and that he signed his name hereto.

 Kerry A. Jung
Notary Public, Dane County, WI.
My commission expires: is permanent

SCHEDULE TM

IRAdirect “Word” Mark Application No. 76409823 Registration No. 2681039

IRAdirect “Star Design” Application. No. 76409822 Registration No. 2713230

IRA SUPERTRAIN Application. No. 78495520 Registration No. 3020665

IRAdirect express

IRA CENTER

IRA SERVICES RESOURCE CENTER

IRA UPDATE