

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM500924

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|---|--|-----------------------|---------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| CUNA Mutual Management Services, LLC | | 12/04/2018 | Limited Liability Company: IOWA |
| RECEIVING PARTY DATA | | | |
| Name: | CMFG Life Insurance Company | | |
| Street Address: | 5910 Mineral Point Road | | |
| City: | Madison | | |
| State/Country: | WISCONSIN | | |
| Postal Code: | 53705 | | |
| Entity Type: | Corporation: IOWA | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4963118 | MIRADOR | |
| Registration Number: | 4963923 | MIRADOR | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 4142735198 | | |
| <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: | 414-273-3500 | | |
| Email: | sdelsman@gklaw.com | | |
| Correspondent Name: | Shane Delsman; Godfrey & Kahn, S.C. | | |
| Address Line 1: | 833 East Michigan Street, Suite 1800 | | |
| Address Line 4: | Milwaukee, WISCONSIN 53202-5615 | | |
| NAME OF SUBMITTER: | Shane Delsman | | |
| SIGNATURE: | /Shane Delsman/ | | |
| DATE SIGNED: | 12/06/2018 | | |
| Total Attachments: 2 | | | |
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| source=cmfgassign#page2.tif | | | |

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TRADEMARK ASSIGNMENT

WHEREAS, CUNA Mutual Management Services, LLC, an Iowa limited liability company ("Assignor") having an office at 5910 Mineral Point Road, Madison, WI 53705, owns all right, title, and interest in and to the trademarks identified in Exhibit A attached hereto, and any other associated trademark applications and trademark registrations, any related common law rights, and further including the goodwill associated with the foregoing (collectively the "Assigned Trademarks");

WHEREAS, CMFG Life Insurance Company, an Iowa corporation ("Assignee") having an office at 5910 Mineral Point Road, Madison, WI 53705, desires to acquire the entire interest in, to, and under the Assigned Trademarks; and

NOW, THEREFORE, for the good and valuable consideration of the payment by Assignee to Assignor of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor: (i) represents and warrants that it owns all right, title, and interest in and to the Assigned Trademarks, and (ii) hereby sells, assigns, and transfers unto Assignee all right, title, and interest in and to the Assigned Trademarks and any applications or registrations therefor, together with all common law rights therein, the goodwill of the business in connection with which the Assigned Trademarks are used and which is symbolized by the Assigned Trademarks, throughout the world, all renewals thereof, and all rights of action, powers, and benefits accrued thereto, including the right to sue for and collect damages and profits for past and future infringements thereof.

Assignee and Assignor hereby further undertake that they will execute such additional documents and take such further actions as may be reasonably required in order to confirm and further effectuation the sale and assignment of the Assigned Trademarks by Assignor to Assignee.


CUNA MUTUAL MANAGEMENT SERVICES,
LLC

CMFG LIFE INSURANCE COMPANY

By: Laureen A. Winger
Name: Laureen A. Winger
Title: President
Date: December 4, 2018

By: Laureen A. Winger
Name: Laureen A. Winger
Title: Executive Vice President
Date: December 4, 2018

Exhibit A – Assigned Trademarks

| MARK | COUNTRY | REG. NUMBER | REG. DATE |
|--|---------|-------------|--------------|
| Mirador | U.S. | 4,963,118 | May 24, 2016 |
|  MIRADOR | U.S. | 4,963,923 | May 24, 2016 |