

**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
Midland National Life Insurance Company		07/27/2010	CORPORATION: IOWA

**RECEIVING PARTY DATA**

Name:	Veridian Credit Union
Street Address:	1827 Ansborough
City:	Waterloo
State/Country:	IOWA
Postal Code:	50704
Entity Type:	chartered credit union: IOWA

**PROPERTY NUMBERS Total: 10**

Property Type	Number	Word Mark
Registration Number:	3375957	VERIDIAN POWER
Registration Number:	3339445	VERIDIAN PREFERRED 7
Registration Number:	3339444	VERIDIAN PREFERRED 5
Registration Number:	3236427	VERIDIAN POWER SERIES
Registration Number:	3236426	VERIDIAN POWER 10
Registration Number:	3152950	VERIDIAN BONUS 10
Registration Number:	3152911	VERIDIAN SEVEN
Registration Number:	3182602	VERIDIAN PLUS
Registration Number:	3152909	VERIDIAN SELECT
Registration Number:	3172136	VERIDIAN

**CORRESPONDENCE DATA**

Fax Number: (206)757-7097  
 Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

**900168154**

**TRADEMARK  
 REEL: 004250 FRAME: 0295**

**CH \$265.00 3375957**

Phone: (206) 757-8097  
Email: cindycaditz@dwt.com  
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Address Line 4: Seattle, WASHINGTON 98101

ATTORNEY DOCKET NUMBER:	68655-14
NAME OF SUBMITTER:	Cindy L. Caditz
Signature:	/Cindy L. Caditz/
Date:	07/29/2010
Total Attachments: 3 source=Assign_Doc#page1.tif source=Assign_Doc#page2.tif source=Assign_Doc#page3.tif	

## ASSIGNMENT AND TERMINATION OF PRIOR AGREEMENT

THIS AGREEMENT is made this 27<sup>th</sup> day of July, 2010, by and between Veridian Credit Union ("Veridian"), an Iowa state chartered credit union, having a business address of 1827 Ansborough, Waterloo, Iowa 50704, and Midland National Life Insurance Company ("Midland"), a corporation organized under the laws of the State of Iowa, having a business address of One Sammons Plaza, Sioux Falls, South Dakota 57193.

WHEREAS, Midland has been using trademarks comprised of or including VERIDIAN for life insurance and annuity underwriting services since as early as October 1, 2004, and owns the U.S. Trademark Registrations identified on the attached Exhibit A;

WHEREAS, Veridian wishes to acquire the trademarks comprised of or including VERIDIAN owned by Midland, all of which are identified on the attached Exhibit A;

NOW, THEREFORE, for other good and valuable consideration, the parties have agreed with each other as follows Midland does hereby assign unto Veridian all right, title and interest, including common law rights in the United States, of, in, and to the trademarks identified on the attached Exhibit A and the U.S. Registrations identified therein together with the goodwill of the business associated therewith and symbolized thereby, and all rights, interests, claims and demands recoverable in law or in equity, that Midland has or may have in profits and damages for past, present and future infringements thereof, including but not limited to the right to compromise, sue for and collect said profits and damages. The Parties agree and understand that no liabilities are transferred with this Agreement.

Midland shall from this day forward refrain from the use or registration of any name or mark comprised of or including the word "VERIDIAN" except that Midland, for purposes of completing obligations of existing policies, may continue to identify existing annuity insurance

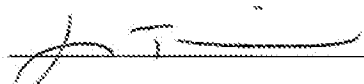
policies in communications with owners of those policies by the trademarks under which they were sold even if those trademarks have been assigned herein.

The Parties hereby terminate the Agreement previously entered by the Parties on October 24, 2008.

IN WITNESS WHEREOF, each of the parties have caused this Assignment to be executed in duplicate originals by its duly-authorized representative.

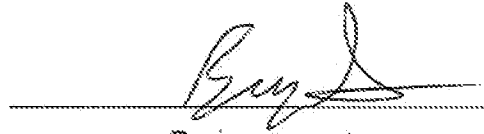
Veridian Credit Union

Midland National Life Insurance Company

  
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Name: Jean Trandac

Title: CEO

  
\_\_\_\_\_

Name: Bryan Stout

Title: AVP-Marketing Communications

## Exhibit A

Serial Number	U.S. Registration Number	Word Mark
78779351	3375957	VERIDIAN POWER
78790389	3339445	VERIDIAN PREFERRED 7
78790358	3339444	VERIDIAN PREFERRED 5
78779308	3236427	VERIDIAN POWER SERIES
78779185	3236426	VERIDIAN POWER 10
78568557	3152950	VERIDIAN BONUS 10
78545309	3152911	VERIDIAN SEVEN
78544605	3182602	VERIDIAN PLUS
78544600	3152909	VERIDIAN SELECT
78450091	3172136	VERIDIAN