

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM412135

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JACKSON NATIONAL LIFE INSURANCE COMPANY		12/21/2016	Corporation: MICHIGAN
RECEIVING PARTY DATA			
Name:	NATIONAL PLANNING CORPORATION		
Street Address:	1 CORPORATE WAY		
Internal Address:	P.O. BOX 24068		
City:	LANSING		
State/Country:	MICHIGAN		
Postal Code:	48909-4068		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	2406767	NPC	
Registration Number:	3068141	NPC	
Registration Number:	2449541	NATIONAL PLANNING CORPORATION	
Registration Number:	4756517	NATIONAL PLANNING CORPORATION ADVISOR DA	
Registration Number:	4760809	NATIONAL PLANNING CORPORATION ADVISOR DA	
Registration Number:	4060080	WE'RE ALL ABOUT YOU!	
Registration Number:	4053133	YOUR PRACTICE. YOUR CLIENTS. OUR PASSION	
Serial Number:	86857112	NATIONAL PLANNING CORPORATION CLIENT DAS	
Serial Number:	86857148	NATIONAL PLANNING CORPORATION CLIENT DAS	
CORRESPONDENCE DATA			
Fax Number:	8446706009		
<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:	734-623-1698		
Email:	nzemgulis@dickinsonwright.com		
Correspondent Name:	John C. Blattner		
Address Line 1:	350 S. MAIN ST.		
Address Line 2:	SUITE 300		

OP \$240.00 2406767

Address Line 4:	ANN ARBOR, MICHIGAN 48104
ATTORNEY DOCKET NUMBER:	442290-2
NAME OF SUBMITTER:	JOHN C. BLATTNER
SIGNATURE:	/JOHN C. BLATTNER/
DATE SIGNED:	01/12/2017
Total Attachments: 2 source=NATIONAL PLANNING CORPORATION#page1.tif source=NATIONAL PLANNING CORPORATION#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, JACKSON NATIONAL LIFE INSURANCE COMPANY, a Michigan corporation ("Assignor"), has adopted and used the trademarks listed below (the "Marks") and is the owner of the indicated trademark applications/registrations for the Marks:

Mark	Country	App./Reg. No.
NPC	USA	2406767
NPC (logo)	USA	3068141
NATIONAL PLANNING CORPORATION	USA	2449541
NATIONAL PLANNING CORPORATION ADVISOR DASHBOARD	USA	4756517
NATIONAL PLANNING CORPORATION ADVISOR DASHBOARD (logo)	USA	4760809
WE'RE ALL ABOUT YOU!	USA	4060080
YOUR PRACTICE. YOUR CLIENTS. OUR PASSION.	USA	4053133
NATIONAL PLANNING CORPORATION CLIENT DASHBOARD	USA	86857112
NATIONAL PLANNING CORPORATION CLIENT DASHBOARD (logo)	USA	86857148

WHEREAS, NATIONAL PLANNING CORPORATION, a Delaware corporation ("Assignee"), with offices located at 1 Corporate Way, P.O. Box 24068, Lansing, MI 48909-4068, desires to acquire all of Assignor's right, title and interest in and to the Marks and the applications/registrations therefor, as well as all associated goodwill as successor to the business of Assignor to which the Marks relate;

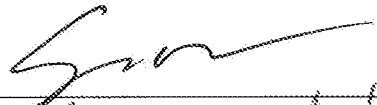
NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged by each party, Assignor hereby assigns to Assignee, effective as of January 1, 2016, all of Assignor's right title and interest in the Marks and the registrations therefor, together with the goodwill of the business symbolized by the Marks.

AND the parties agree that from and after the execution and delivery of this Assignment, the Assignor shall have no obligations whatsoever in respect of the Marks (including, without limitation, no obligation to make or maintain any registrations in respect of same).

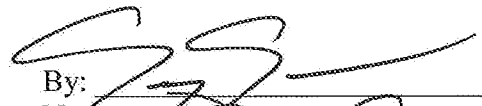
AND notwithstanding anything contained herein to the contrary, this Assignment shall not constitute an agreement to assign or transfer any Marks to the extent that such Marks are not assignable or transferrable under applicable agreement or at law.

Executed on 12/21, 2016

JACKSON NATIONAL LIFE
INSURANCE COMPANY

By: 
Name: Shannon Anderson
Title: AVP, Legal

NATIONAL PLANNING CORPORATION

By: 
Name: GERARD SUNDERSON
Title: SVP