

**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
Prudential Investment Management, Inc.		07/14/2010	CORPORATION: NEW JERSEY

**RECEIVING PARTY DATA**

Name:	The Prudential Insurance Company of America
Street Address:	751 Broad Street
City:	Newark
State/Country:	NEW JERSEY
Postal Code:	07102
Entity Type:	CORPORATION: NEW JERSEY

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	2965192	PREI

**CORRESPONDENCE DATA**

Fax Number: (973)367-7121  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 973-367-7107  
 Email: diego.jara@prudential.com  
 Correspondent Name: Dorothy von Hollen  
 Address Line 1: 213 Washington Street- Mezz  
 Address Line 4: Newark, NEW JERSEY 07102

NAME OF SUBMITTER:	Dorothy von Hollen
Signature:	/Dorothy von Hollen/
Date:	07/29/2010

Total Attachments: 1

**900168062**

**TRADEMARK  
 REEL: 004249 FRAME: 0852**

**CH \$40.00 2965192**



**TRADEMARK ASSIGNMENT**

WHEREAS, **Prudential Investment Management, Inc.**, a New Jersey corporation with an office located at 8 Campus Drive, Parsippany, New Jersey 07054 ("**Assignor**") is the owner of all rights, title and interest in the mark **PREI** and its registration in U.S. Patent and Trademark Office Registration No. 2,965,192 (collectively, the "**Trademark**");

WHEREAS, **The Prudential Insurance Company of America**, a New Jersey corporation with offices located at 751 Broad Street, Newark, New Jersey 07102 ("**Assignee**") is desirous of acquiring the entire right, title and interest in and to the Trademark and all goodwill of the business symbolized by and associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all rights, title and interest in and to said Trademark, and all goodwill of the business symbolized by and associated therewith.

**Prudential Investment Management, Inc.**

By: Ellen T Kendall

Print Name: Ellen T. Kendall

Title: Vice President

Date: July 14, 2010