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Renewal Fee



SECRETARY OF STATE

Corporation Division

Business Registry

255 Capitol Street NE Ste 151

Salem, OR 97310-1327

Phone: (503) 986-2200

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FILED

OCT 14 2016

OREGON

SECRETARY OF STATE  
BUSINESS REG \$50.00

Registration Number:

35521

## TRADE AND SERVICE MARK APPLICATION FOR RENEWAL

PLEASE TYPE OR PRINT LEGIBLY IN BLACK INK

1. Correspondent's Mailing Address:

~~DIEGO JARA~~ DOROTHY VON HOLLEN

THE PRUDENTIAL INSURANCE COMPANY

213 WASHINGTON ST MEZZ

NEWARK

NJ

07102

2. Applicant's (owner) business address:

THE PRUDENTIAL INSURANCE COMPANY

751 BROAD ST

NEWARK

NJ

07102

Renewal date : 11/29/2016

Original file date : 11/29/2001

Trade or Service Mark:

THE WORDS OR TERM "PRUDENTIAL"

3. Attach a separate page with a drawing or photocopy of the mark as it is actually used. Any change in the mark requires a new registration.

The mark is still in use in Oregon. To renew the trademark, complete this section.

4. Class number(s) of Goods or Services:

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Complete only if changing class numbers. (See reverse for class list)

To see the filings associated with this trademark go to: <http://sos.oregon.gov/business/Pages/trademarks.aspx>

5. Applicant declares under penalties of perjury that this application is true, correct, and complete.

Signature

10/10/16

Date

6. Person to contact about this registration:

SONIA SANABRIA

Name

973-716-1568

Daytime Phone Number

NEXT RENEWAL DUE DATE: The registration is effective for five years from the renewal due date above.

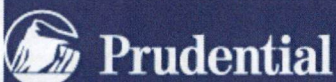
Make checks payable to the Corporation Division. Submit the form and fee to: Corporation Division, Business Registry, 255 Capitol St NE Ste 151, Salem, OR 97310-1327

Fees may be paid with a major creditcard. The card number and expiration date should be submitted on a separate sheet for your protection.

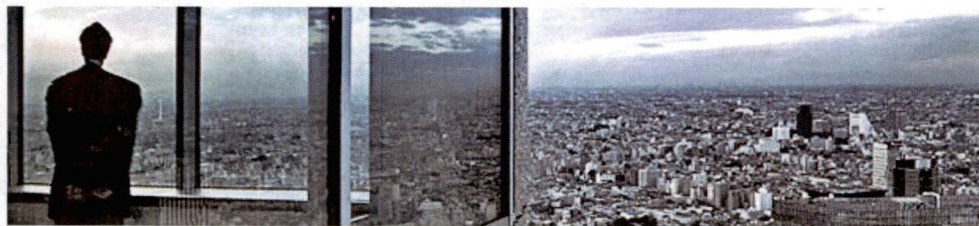


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## Prudential Financial's Portfolio of Businesses



Prudential Financial, Inc. has operations in the United States, Asia, Europe and Latin America. Prudential's diverse and talented employees are committed to helping individual and institutional customers grow and protect their wealth through a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds and investment management.

### U.S. Retirement Solutions & Investment Management Division

The U.S. Retirement Solutions and Investment Management division conducts its business through the Individual Annuities, Retirement and Asset Management segments.

- Our Individual Annuities segment manufactures and distributes individual variable and fixed annuity products primarily to the U.S. mass affluent market.
- Our Retirement segment manufactures and distributes products and provides administrative services for qualified and non-qualified retirement plans and offers innovative pension risk transfer solutions, investment-only stable value products, guaranteed investment contracts, funding agreements, institutional and retail notes, structured settlement annuities and other group annuities.
- Our Asset Management segment provides a broad array of investment management and advisory services by means of institutional portfolio management, mutual funds, asset securitization activity and other structured products and strategic investments. These products and services are provided to the public and private marketplace, as well as other segments of the company.

### U.S. Individual Life & Group Insurance Division

The U.S. Individual Life and Group Insurance division conducts its business through the Individual Life and Group Insurance segments.

- Our Individual Life segment manufactures and distributes individual variable life, term life and universal life insurance products, primarily to the U.S. mass middle, mass affluent and affluent markets.
- Our Group Insurance segment manufactures and distributes a full range of group life, long-term and short-term group disability, and group corporate-, bank- and trust-owned life insurance in the U.S. primarily to institutional clients for use in connection with employee and membership benefits plans. Group Insurance also sells accidental death and dismemberment and other ancillary coverages, and provides plan administrative services in connection with its insurance coverages.

### International Insurance Division

The International Insurance division conducts its business through the International Insurance segment. Our International Insurance segment manufactures and distributes individual life insurance, retirement and related products to the mass affluent and affluent markets in Japan, Korea and other foreign countries through its Life Planner operations. In addition, similar products are offered to the broad middle-income market across Japan through Life Consultants, the proprietary distribution channel of the company's Gibraltar Life operation, as well as other channels, including banks and independent agencies.

#### Related Links

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