

MND 7.9.98

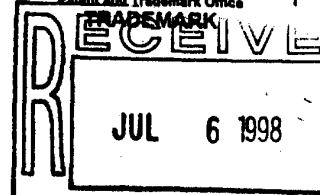
FORM PTO-1618A
Expires 08/30/99
OMB 0651-0027

07-15-1998



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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. Department of Commerce
Patent and Trademark Office



TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year
05 - 28 - 1998
- Merger
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name LEONARD B. PEARSON d/b/a ADVANCED INSURANCE MARKETING SERVICES

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association

Other _____

Citizenship/State of Incorporation/Organization New Jersey United States of America

Receiving Party

Mark if additional names of receiving parties attached

Name PROVIDIAN LIFE AND HEALTH INSURANCE COMPANY

DBA/AKA/TA _____

Composed of _____

Address (line 1) 20 Moores Road

Address (line 2) _____

Address (line 3) Frazer Pennsylvania 19355

- Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation Association
- Other _____

Citizenship/State of Incorporation/Organization Missouri

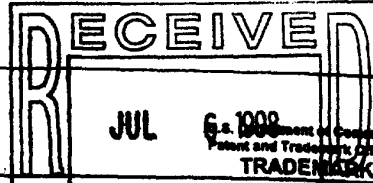
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Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231



Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments. #

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text" value="75/289,418"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved. #

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

Authorization to charge additional fees: Yes No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Glenn A. Gundersen

7/9/98

Name of Person Signing

Signature

Date Signed

ASSIGNMENT OF TRADEMARKS

WHEREAS LEONARD B. PEARSON, an individual doing business as ADVANCED INSURANCE MARKETING SERVICES ("Assignor"), whose address is 76 Broadway, Denville, New Jersey 07834, U.S.A., has intended to use the trademark/service mark shown in Schedule A (the "Trademark") hereto, and has filed an application to register the Trademark indicating that intention but has not yet filed any allegation of use under Section 1(c) or 1(d) of the Trademark Act (15 U.S.C. 1051(c),(d)) with respect to the Trademark;

Providian Life and Health

AND WHEREAS Insurance Company ("Assignee"), a Missouri corporation whose address is 20 Moore's Road, Frazer, PA 19355 is desirous of acquiring the Trademark, together with the application for registration of the Trademark shown in Schedule A hereto (the "Application"), any other registrations and applications for registration of the Trademark, and the goodwill of the business symbolized by the Trademark.

AND WHEREAS Assignee is succeeding to the portion of the Assignor's business to which the Trademark pertains, as required by Section 10 of the Trademark Act (15 U.S.C. 1060);

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark, together with the Application, any other registrations and applications for registration of the Trademark, in and to all income, royalties, damages and payments now or hereafter due or payable with respect thereto and in and to all rights of action arising from the Trademark, all claims for damages by reason of past, present and future infringement of the Trademark, and the right to sue and collect damages for such infringement, to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this assignment not been made, and the goodwill of the business symbolized by the Trademark, provided, however, that Assignee shall assume no liabilities of Assignor or his business by virtue of this Assignment, and that Assignor will retain all such liabilities and hold Assignee harmless from such liabilities.

Dated: May 28 , 1998

By: 
LEONARD B. PEARSON d/b/a ADVANCED
INSURANCE MARKETING SERVICES

SCHEDULE A

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
INSURE NOW	75/289,418	May 9, 1997