



11-09-1998



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Trademarks Only

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MRD 11.3.98

To the Honorable Commissioner of Patents and Trademarks
Please record the attached original document or copy thereof:

1. Name of Party(ies) conveying an Interest:

First Colony Life Insurance Company
700 Main Street
P.O. Box 1280
Lynchburg, Virginia 24505

Entity: Individual(s)
 General Partnership
 Corporation-State: Virginia
 Association
 Merger
 Other: _____

2. Name and Address of Party(ies) receiving an interest:

GE Financial Assurance Holdings, Inc.
700 Main Street
P.O. Box 1280
Lynchburg, Virginia 24505

Entity: Individual(s)
 General Partnership
 Corporation-State: Delaware
 Association
 Merger
 Other: _____

3. Interest Conveyed:

Assignment
 Change of Name
 Security Agreement
 Merger
 Other: _____

If not domiciled in U.S., a domestic representative designation is attached:

Yes
 No

4. Application No. or Registration No. Additional sheet attached? Yes No

A. Trademark Application No.(s):

B. Trademark Registration No.(s):

2,138,213

5. Name and Address of Party to Whom Correspondence concerning document should be mailed:

Frank P. Presta, Esq.
SIXBEY FRIEDMAN LEEDOM & FERGUSON
8180 Greensboro Drive, Suite 800
McLean, Virginia 22102

6. Number of applications and registrations involved:

One

7. Amount of Fee Enclosed or Authorized to be Charged:

\$40.00

8. The Commissioner is hereby authorized to charge any deficiency in payment of the required fee(s) or credit any overpayment to Deposit Account No. 19-2380.

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DO NOT USE THIS SPACE

9. Date of Execution of attached Document: October 23, 1998

10. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Nov. 3, 1998
Date

Frank P. Presta
Frank P. Presta

kja

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11/06/1998 JWR/KC
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ASSIGNMENT

WHEREAS, First Colony Life Insurance Company, a Virginia corporation, having a place of business at 700 Main Street, P.O. Box 1280, Lynchburg, Virginia 24505, has adopted, used, and is the owner of the mark CUSTOM CHOICE in Registration No. 2,138,213 dated February 24, 1998, in the United States Patent and Trademark Office:

WHEREAS, GE Financial Assurance Holdings, Inc., a Delaware corporation, doing business at 700 Main Street, P.O. Box 1280, Lynchburg, Virginia 24505, is desirous of acquiring said mark and registration.

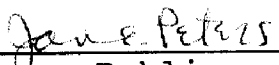
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said First Colony Life Insurance Company does hereby assign unto the said GE Financial Assurance Holdings, Inc., all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the above-identified registration of said mark.

FIRST COLONY LIFE INSURANCE
COMPANY

By 
Name: WILLIAM E. McRorie
Title: Sr. Vice Pres - Counsel

State of Virginia)
City)
County of Lynchburg)

On this 23rd day of October, 1998, personally appeared before me, William E. McRorie, to me known to be the person named in and who executed the above instrument in my presence, who acknowledged that he/she executed the same on behalf of the identified corporation with authority to do so.


Notary Public
My commission expires 8-31-00