

671-99

06-30-1999



ET
Y

Docket No.: D

Tab settings

To the Honorable Commissioner of Pat

101079695

attached original documents or copy thereof.

1. Name of conveying party(ies):

Arkansas Blue Cross and Blue Shield
1100 USABLE Corporate Center
Little Rock, Arkansas 72203

- Individual(s)
- General Partnership
- Corporation-State AR
- Other
- Association
- Limited Partnership

Additional names(s) of conveying party(ies) Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: _____

2. Name and address of receiving party(ies):

Name: Blue Cross and Blue Shield Association

Internal Address: _____

Street Address: 225 North Michigan

City: Chicago State: IL ZIP: 60601

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other not-for-profit corporation

If assignee is not domiciled in the United States, a domestic designation is Yes N
(Designations must be a separate document from
Additional name(s) & address(es) Yes N

4. Application number(s) or registration numbers(s):

A. Trademark Application No.(s)

75/495,262
75/495,263

Additional numbers

B. Trademark R



06-21-1999

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #70

Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Elliott C. Bankendorf

Internal Address: Suite 2200

Street Address: 120 South Riverside Plaza

City: Chicago State: IL ZIP: 60606

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41): \$ 65.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

23-0920

06/29/1999 DNHUYEN 00000229 75495262

DO NOT USE THIS SPACE

01 FC:481 40.00 OP
02 FC:482 25.00 OP

9. 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.

Elliott C. Bankendorf
Name of Person Signing

Elliott C. Bankendorf
Signature

6/21/99
Date

Total number of pages including cover sheet, attachments, and

2

TRADEMARK

ASSIGNMENT

WHEREAS, Arkansas Blue Cross and Blue Shield ("Assignor"), an Arkansas corporation, having an address of 1100 US Able Corporate Center, Little Rock, Arkansas 72203 has adopted and used the marks BLUEANN EWE and BLUE & YOU for which Application Nos. 75/495,262 and 75/495,263 were filed in the U.S. Patent and Trademark Office on May 29, 1998;

WHEREAS, Blue Cross and Blue Shield Association ("Assignee"), an Illinois not for profit corporation, having an address of 225 North Michigan Avenue, Chicago, Illinois 60601, is desirous of acquiring all right, title and interest in and to said mark, and the application thereof, together with the goodwill of the business associated with the mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to said marks and the applications thereof, together with the goodwill of the business symbolized by the marks.

ARKANSAS BLUE CROSS AND BLUE SHIELD

By Patrick O'Sullivan

Printed Name PATRICK O'SULLIVAN

Title VICE PRESIDENT, ADVERTISING & COMMUNICATIONS

Date 5/19/99

blueann.asg