

02-03-2000



1.10.00

101259139

TO THE HON. COMMISSIONER OF PATENTS & TRADEMARKS

ORIGINAL DOCUMENTS OR COPIES THEREOF.

1. NAME AND ADDRESS OF CONVEYING PARTY

FMR CORP.
82 Devonshire Street
Boston, Massachusetts 02110

(Massachusetts Corporation)

Additional names of conveying parties attached? No.

2. NAME AND ADDRESS OF RECEIVING PARTY

INSURANCE.COM INSURANCE AGENCY, LLC
1320 Centre Street
Suite 101
Newton, Massachusetts 02459

(Utah limited liability company)

Additional names of receiving parties attached? No.

RECEIVED
200 JAN 0 PM 2:31
OPR/FINANCE

3. NATURE OF CONVEYANCE:

Assignment Merger
 Security Agreement Change of Name

Execution Date: December 31, 1999

If assignee is not domiciled in the United States, a designation of domestic representative is attached.

4. APPLICATION OR REGISTRATION NUMBER(S)
A. Trademark Application Nos.

75/767,958

Additional numbers attached? No.

B. Trademark Registration Nos.

Additional numbers attached? No.

5. NAME AND ADDRESS OF PARTY TO WHOM CORRESPONDENCE CONCERNING DOCUMENT SHOULD BE MAILED:

TIMOTHY H. HIEBERT
SAMUELS, GAUTHIER & STEVENS LLP
225 FRANKLIN STREET, SUITE 3300
BOSTON, MA 02110

6. TOTAL NUMBER OF APPLICATIONS AND REGISTRATIONS INVOLVED: 1

7. TOTAL FEE DUE: \$ 40.00
(Check enclosed)

If any additional fee(s) are due, the Commissioner is hereby authorized to charge the Deposit Account identified in item 8.

8. DEPOSIT ACCOUNT NUMBER: 19-0079

DO NOT USE THIS SPACE

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.

02/05/2000 DNGUYEN 00000056 75767958

01 FC:481

(40.00 DP)

Timothy H. Hiebert
Name of Person Signing

January 5, 2000
Signature Date

10. Total pages: 2

SERVICE MARK ASSIGNMENT

WHEREAS, FMR Corp., a Massachusetts corporation located at 82 Devonshire Street, Boston, Massachusetts 02110, hereinafter referred to as Assignor, is the owner of the INSURANCE.COM service mark and of U.S. application Serial No. 75/767,958 filed on August 4, 1999;

WHEREAS, Insurance.com Insurance Agency, LLC, a Utah limited liability company located at 1320 Centre Street, Suite 101, Newton, Massachusetts 02459, hereinafter referred to as Assignee, wishes to acquire said mark together with the goodwill of the business with which said mark is used and which is symbolized by said mark and any and all registrations and applications for registration of said mark;

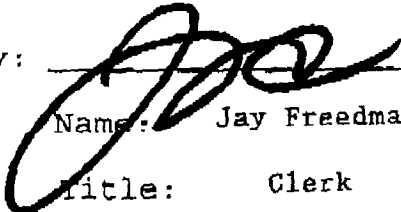
WHEREAS, Assignee is the successor to that portion of Assignor's business to which the mark pertains, which business is ongoing and existing.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor hereby assigns to Assignee the entire right, title and interest in and to the INSURANCE.COM mark, all registrations of and applications to register said mark, including U.S. application Serial No. 75/767,958, the right to recover for past infringement of said mark, and the goodwill of the business in connection with which said mark is used and which is symbolized by said mark.

FMR CORP.

Date: December 31, 1999

By: _____


Name: Jay Freedman

Title: Clerk