



Tab settings

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

1. Name of conveying party(ies):

**Blue Cross and Blue Shield of Western New York, Inc.**

- Individual(s)
- General Partnership
- Corporation-State New York
- Other

- Association
- Limited Partnership

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

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

Name: HealthNow New York Inc.

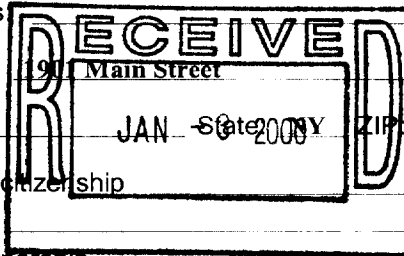
Internal Address

Street Address: 191 Main Street

City: Buffalo State: NY ZIP: 14208

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State New York
- Other

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



3. Nature of conveyance:

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

Execution Date: Executed 06/24/98; Effective 09/02/98

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,353,259  
1,859,287

Additional numbers  Yes  No

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

Name: Anne F. Downey

Internal Address: Jaeckle Fleischmann & Mugal, LLP  
Fleet Bank Building

Street Address: 12 Fountain Plaza

City: Buffalo State: NY ZIP: 14202

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:

10-0223

DO NOT USE THIS SPACE

02/03/2000 DNGUYEN 00000248 1353259

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

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.*

Anne F. Downey, Esq.

Name of Person Signing

Signature

12/30/99

Date

**1**

Total number of pages including cover sheet, attachments, and

**JAECKLE FLEISCHMANN & MUGEL, LLP**  
ATTORNEYS AT LAW

FLEET BANK BUILDING TWELVE FOUNTAIN PLAZA BUFFALO, NEW YORK 14202-2292 USA  
TEL (716) 856-0600 FAX (716) 856-0432

ANNE F. DOWNEY  
Partner

Direct Dial: (716) 843-3831

December 30, 1999

**CERTIFIED MAIL**  
**RETURN RECEIPT REQUESTED**

BOX ASSIGNMENT  
Commissioner of Patents and Trademarks  
Washington, D.C. 20231

**Re: Recordation of Name Change  
related to Trademark Regs. 1,859,287 and 1,353,259  
Our Ref: 07067.961345**

Dear Sir or Madam:

Enclosed for filing is a cover sheet for purposes of recording the name change of our client related to U.S. Trademark Regs. 1,859,287 and 1,353,259. Also enclosed is our check in the amount of \$65.00. In the event of any deficiency in the fees related to this assignment, please debit our Deposit Account No. 10-0223.

Please record the name change and furnish us with a filing receipt. Thank you for your assistance.

Very truly yours,

**JAECKLE FLEISCHMANN & MUGEL, LLP**

By: 

Anne F. Downey

AFD  
560916

Buffalo, New York • Rochester, New York

**RECORDED: 01/03/2000**

**TRADEMARK**  
**REEL: 002016 FRAME: 0869**