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07-09-2001



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Docket No.:

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To the Honorable Commissioner of Patents

...hed original documents or copy thereof.

1. Name of conveying party(ies):

Berkshire Life Insurance Company

07.2.01

- Individual(s)
- General Partnership
- Corporation-State **Massachusetts**
- 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: **June 28, 2001**

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

Name: **Berkshire Life Insurance Company of America**

Internal Address:

Street Address: **700 South Street**

City: **Pittsfield** State: **MA** ZIP: **01201**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State **Massachusetts**
- Other

If assignee is not domiciled in the United States, a domestic designation is Yes No

(Designations must be a separate document from Additional name(s) & address(es) Yes No

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

856,229	1,040,285	1,094,127	1,733,537
859,090	1,057,935	1,387,084	1,751,551
859,091	1,059,570	1,649,020	2,048,848
			2,191,682

Additional numbers

Yes No

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

Name: **Gerald E. Hespos**

Internal Address: **CASELLA & HESPOS LLP**

Street Address: **274 Madison Avenue - Suite 1703**

City: **New York** State: **NY** ZIP: **10016**

6. Total number of applications and registrations involved:.....

13

7. Total fee (37 CFR 3.41):.....\$ **\$340.00**

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

03-1030

07/06/2001 IDIA2: 00000100 856229

DO NOT USE THIS SPACE

01 FD:481 40.00 OF
02 FD:482 300.00 OF

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.

Gerald E. Hespos
Name of Person Signing

Gerald E. Hespos
Signature

June 29, 2001
Date

Total number of pages including cover sheet, attachments, and

3

TRADEMARK

A S S I G N M E N T

WHEREAS, Berkshire Life Insurance Company is a corporation organized under the laws of Massachusetts and has a principal place of business at 700 South Street, Pittsfield, Massachusetts 01201-8285.

WHEREAS, Berkshire Life Insurance Company is the owner of the thirteen trademarks listed on the attached Schedule A, including the identified U.S. Trademark Registrations for the respective trademarks and the goodwill associated with each of the trademarks.

WHEREAS, Berkshire Life Insurance Company of America is a corporation organized under the laws of Massachusetts and has a place of business at 700 South Street, Pittsfield, Massachusetts 01201-8285.

WHEREAS, Berkshire Life Insurance Company of America is desirous of acquiring all right, title and interest in and to the thirteen trademarks listed on Schedule A hereto, along with the identified U.S. Trademark Registrations and the goodwill associated with each of the marks.

NOW, WHEREFORE, for \$1.00 and other good and valuable consideration, receipt of which is hereby acknowledged, Berkshire Life Insurance Company does hereby assign to Berkshire Life Insurance Company of America all right, title and interest in and to each of the thirteen trademarks identified on Schedule A hereto, including the identified U.S. Trademark Registrations and the good will associated with each of the marks.

BERKSHIRE LIFE INSURANCE COMPANY

By: 

Name : Bradley J. Klose

Title : Associate General Counsel

Date: June 28, 2001

TRADEMARK
REEL: 002325 FRAME: 0236

SCHEDULE A

<u>Mark</u>	<u>Reg. No.</u>
A BERKSHIRE FIVE-MINUTE COURSE	1,733,537
AGE-VANTAGE	1,751,551
BERKSHIRE, and design	1,040,285
BERKSHIRE, and design	2,191,682
BERKSHIRE LIFE	859,090
BERKSHIRE LIFE, and design	859,091
CAPITAL UTILIZATION PLANNING	1,094,127
CUP	1,059,570
MISCELLANEOUS DESIGN	856,229
MISCELLANEOUS DESIGN	1,057,935
REAP	2,048,848
SCHOOL'S IN, and design	1,387,084
WE'VE GOT A SYSTEM FOR SUCCESS	1,649,020