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Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)



ET U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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):

ChannelPoint, Inc.

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

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: November 7, 2001

2. Name and address of receiving party(ies)

Name: LifeMarkets, LLC

Internal Address: 16th Floor

Street Address: 828 Main Street

City: Lynchburg State: VA Zip: 23230

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

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,218,631

Additional number(s) attached Yes No

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

Name: Lee N. Kump

Internal Address: Hunton & Williams

Riverfront Plaza, East Tower

Street Address: 951 East Byrd Street

City: Richmond State: VA Zip: 23219

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed Authorized to be charged to deposit account only for any shortfall in enclosed fee

8. Deposit account number:

08-3436

(Attach duplicate copy of this page if paying by deposit account)

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.

Lee N. Kump

Name of Person Signing

Signature

Date: Nov. 26, 2001

Date

Total number of pages including cover sheet, attachments, and document:

3

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

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TRADEMARK REEL: 002430 FRAME: 0301

ASSIGNMENT OF TRADEMARKS

WHEREAS, CHANNELPOINT, INC., a Delaware corporation having an office at 10155 Westmoor Drive, Suite 210, Westminster, Colorado 80021 ("Assignor"), owns and has used certain trademarks as set forth on Exhibit A attached and incorporated herein (the "Common Law Trademarks"); and

WHEREAS, pursuant to that certain Assignment Agreement between Assignor and **FIRST COLONY LIFE INSURANCE COMPANY**, a Virginia corporation ("First Colony") dated September 10, 1999, Assignor acquired from First Colony certain right, title and interest in and to certain additional trademarks and their registrations described on Exhibit A (the "Additional Trademarks"); and

WHEREAS, LIFEMARKETS, LLC, a Virginia limited liability company having an office at 828 Main Street, 16th Floor, Lynchburg, Virginia 23230 ("Assignee"), is desirous of acquiring the Common Law Trademarks and the Additional Trademarks and the rights to any registrations thereof, pursuant to that certain Asset Purchase Agreement entered into between Assignor and Assignee as of November 7, 2001.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns, transfers, grants and conveys to Assignee all right, title, and interest in and to the Common Law Trademarks and all of Assignor's right, title, and interest in and to the Additional Trademarks, together with the goodwill of the business symbolized by such Common Law Trademarks and Additional Trademarks, the right to recover for any past, present or future infringement thereof and the right to file foreign applications therefor under any convention or treaty.

Dated this 7 day of November 2001.

ChannelPoint, Inc.

By: Barry J. Levine

Name: Barry J. Levine

Title: President and Chief Operating

Officer

Exhibit A

Common Law Trademarks

Mark	Date of First Use
LifeMarkets	November 2000
Commerce Agency	January 2000
Commerce Viewer	January 2000
DataXchange	August 2000
Commerce Agency Suite	October 2000
AgentConnect	October 2000

Additional Trademarks and Registrations

Mark	Registration Number
P.D.,Q. 2000	2218631
P.D.,Q. Lite	1849814