

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lifewise Health Plan of Oregon, Inc.		08/16/2004	CORPORATION: OREGON

RECEIVING PARTY DATA	
Name:	Premera Blue Cross
Street Address:	P.O. Box 327
Internal Address:	Mail Stop 316
City:	Seattle
State/Country:	WASHINGTON
Postal Code:	98111-0327
Entity Type:	CORPORATION: WASHINGTON

PROPERTY NUMBERS Total: 4		
Property Type	Number	Word Mark
Serial Number:	76260559	LIFEWISE LATITUDE
Serial Number:	78429347	LIFEWISE FUND PLANS
Serial Number:	78448363	LIFEWISE ESSENTIALS
Registration Number:	2349294	LIFEWISE

CORRESPONDENCE DATA	
Fax Number:	(206)224-0779
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	206.682.8100
Email:	efiling@cojk.com
Correspondent Name:	Jerald E. Nagae, Reg. No. 29,418
Address Line 1:	1420 Fifth Avenue
Address Line 2:	Suite 2800
Address Line 4:	Seattle, WASHINGTON 98101-2347

ATTORNEY DOCKET NUMBER:	BLUE-2-26610
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NAME OF SUBMITTER:

Jerald E. Nagae

Total Attachments: 2

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**ASSIGNMENT OF SERVICE MARKS AND
PENDING APPLICATIONS AND REGISTRATION**

WHEREAS, Lifewise Health Plan of Oregon, Inc., an Oregon corporation, having the business address of 2020 SW 4th Avenue, Suite 1000, Portland, Oregon 97201 (hereinafter the "Assignor"), is the owner of the applications and registration in attached Exhibit A; and,

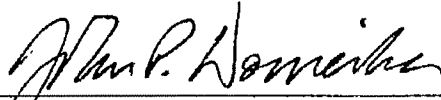
WHEREAS, Premera Blue Cross, a Washington corporation, having the business address of P.O. Box 327, Mail Stop 316, Seattle, Washington 98111-0327 (hereinafter the "Assignee"), is desirous of acquiring said applications and registration and Assignor's rights to said marks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign to said Assignee all right and title to and interest in the marks, the pending applications and registration therefor, the ongoing and existing business of Assignor or portion thereof to which said marks pertain and the goodwill of the business symbolized thereby.

The Commissioner of Patents and Trademarks is requested to issue the Certificates of Registration for the pending applications to Assignee.

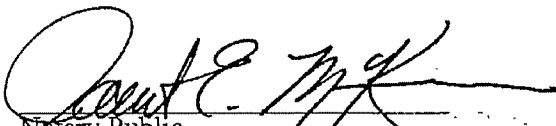
Executed at Mountlake Terrace, Washington, this 16th day of August, 2004.

Lifewise Health Plan of Oregon, Inc.


By: John P. Domeika
Title: Senior Vice President and General Counsel

STATE OF WASHINGTON)
)
COUNTY OF SNOHOMISH)

On this 16th day of August, 2004, John P. Domeika personally appeared before me, known to me to be the individual named above who executed the within and foregoing instrument, and acknowledged that she signed the same as her free and voluntary act and deed, for the uses and purposes therein mentioned.


Notary Public
My commission expires 5-15-06

JEN:BJL

LAW OFFICES OF
CHRISTENSEN O'CONNOR JOHNSON KINDNESS^{LLC}
1420 Fifth Avenue
Suite 2800
Seattle, Washington 98101
206.682.8100

EXHIBIT A

Mark	Application No. Filing Date	Registration No. Issue Date	Our Reference:
LIFEWISE LATITUDE	76/260,559 May 22, 2001		LIWI-2-26610
LIFEWISE FUND PLANS	78/429,347 June 3, 2004		LIWI-2-31151
LIFEWISE ESSENTIALS	78/448,363 July 9, 2004		LIWI-2-31385
LIFEWISE	75/432,662 February 11, 1998	2,349,294 May 16, 2000	LIWI-2-18131

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