

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lifewise Assurance Company	States West Life Insurance Company	12/02/2004	CORPORATION: WASHINGTON
RECEIVING PARTY DATA			
Name:	Premera Blue Cross		
Street Address:	P.O. Box 327, Mail Stop 316		
City:	Seattle		
State/Country:	WASHINGTON		
Postal Code:	98111-0327		
Entity Type:	CORPORATION: WASHINGTON		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76582028	LIFEWISE ASSURANCE COMPANY	
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, Suite 2800		
Address Line 4:	Seattle, WASHINGTON 98101-2347		
ATTORNEY DOCKET NUMBER:	LWAZ-2-29950		
NAME OF SUBMITTER:	Barbara J. Lang, Paralegal		
Total Attachments: 1			
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ASSIGNMENT OF SERVICE MARK AND PENDING APPLICATION

WHEREAS, Lifewise Assurance Company (formerly known as States West Life Insurance Company), a Washington corporation, having the business address of P.O. Box 327, Mail Stop 316, Seattle, Washington 98111-0327 (hereinafter the "Assignor"), is the owner of an application to register the mark LIFEWISE ASSURANCE COMPANY based on intent to use, U.S. Application No. 76/582,028, filed August 20, 2003; and

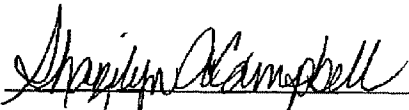
WHEREAS, Premera Blue Cross, a Washington corporation, having the business address of P.O. Box 327, Mail Stop 316, Seattle, Washington 98111-0327 (hereinafter the "Assignee"), is desirous of acquiring said application and Assignor's rights to said mark;

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 mark, the pending application therefor, the ongoing and existing business of Assignor or portion thereof to which said marks pertains and the goodwill of the business symbolized thereby.

The Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration to Assignee.

Executed at Mountlake Terrace, Washington, this 2nd day of December, 2004.

Lifewise Assurance Company



By: Sharilyn Campbell

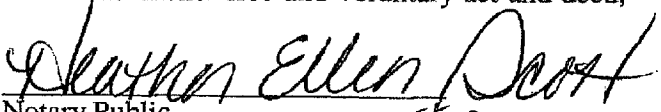
Title: VP, Finance & Treasurer

STATE OF WASHINGTON)

)

COUNTY OF SNOHOMISH)

On this 2nd day of ~~November~~ ^{December}, 2004, Sharilyn Campbell personally appeared before me, known to me to be the individual named above who executed the within and foregoing instrument, and acknowledged that he/she signed the same, as his/her free and voluntary act and deed, for the uses and purposes therein mentioned.



Notary Public

My commission expires 10-8-06

JEN:BJL



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CHRISTENSEN O'CONNOR JOHNSON KINDNESS^{PLC}
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