

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
Selective Insurance Company of America		04/07/2005	CORPORATION: NEW JERSEY

RECEIVING PARTY DATA

Name:	Selective Insurance Group, Inc.
Street Address:	40 Wantage Avenue
City:	Branchville
State/Country:	NEW JERSEY
Postal Code:	07890
Entity Type:	CORPORATION: NEW JERSEY

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	2775271	SEO
Registration Number:	2775270	SELECT EMPLOYER OPTIONS
Registration Number:	2353869	FLOOD
Registration Number:	2468939	PDA INC.
Registration Number:	2343168	SELECT CHECK
Registration Number:	2248526	SELECTECH
Registration Number:	2268020	SELECT OPTION
Registration Number:	2043044	SELECTPAY
Registration Number:	1824614	INSURANCE SELECTIVE
Registration Number:	2935831	EFREEDOM
Registration Number:	2896639	SELECTIVE HR SOLUTIONS

CORRESPONDENCE DATA

Fax Number: (203)327-1096

OP \$290.00 2775271

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (203) 324-6155
Email: cdc@ssjr.com
Correspondent Name: Stephen P. McNamara
Address Line 1: 986 Bedford Street
Address Line 2: St. Onge Steward Johnston and Reens LLC.
Address Line 4: Stamford, CONNECTICUT 06905

NAME OF SUBMITTER:	Stephen P. McNamara
Signature:	/Stephen P. McNamara/
Date:	04/12/2005

Total Attachments: 2

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Assignment


WHEREAS, Selective Insurance Company of America, a corporation of the State of New Jersey, having offices at 40 Wantage Avenue, Branchville, New Jersey 07890; (hereinafter referred to as ASSIGNOR) had adopted and owns the trademarks identified in Exhibit A hereto;

WHEREAS, Selective Insurance Group, Inc., a New Jersey corporation, having offices at 40 Wantage Avenue; Branchville; NJ, 07890 (hereinafter ASSIGNEE) is desirous of acquiring all rights, title and interest in and to said trademark as set forth hereinabove;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, its entire right, title and interest in and to the trademarks identified in Schedule A hereto, including but not limited to all of ASSIGNOR's common law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said trademark, and the right to sue for past infringements thereof.

Selective Insurance Company of America

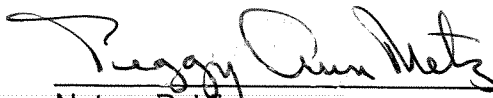
By


Michael H. Lanza
Its Senior Vice President

STATE OF NEW JERSEY
COUNTY OF

: ss. BRANCHVILLE
:

On this 7th day of April, 2005, before me personally came Michael H. Lanza, Senior Vice President of Selective Insurance Company of America, Inc., to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.


Notary Public

PEGGY ANN METZ
Notary Public of New Jersey
Commission Expires 06/30/07

TRADEMARK
REEL: 003064 FRAME: 0632

Exhibit A

Trademark

U.S. Trademark Registration No.

SEO	2775271
SELECT EMPLOYER OPTIONS	2775270
FLOOD & Design	2353869
PDA INC. & Design	2468939
SELECT CHECK & Design	2343168
SELECTECH & Design	2248526
SELECT OPTION	2268020
SELECTPAY	2043044
SELECTIVE INSURANCE (Stylized)	1824614
EFREEDOM	2935831
SELECTIVE HR SOLUTIONS	2896639