

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	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**

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

**PROPERTY NUMBERS Total: 11**

Property Type	Number	Word Mark
Serial Number:	76600793	SELECTPLUS
Serial Number:	76591058	ONE & DONE
Serial Number:	76589215	SELECTIVE AND DESIGN
Serial Number:	76587561	ESELECT
Serial Number:	76584239	HIGH TECH X HIGH TOUCH = HT2
Serial Number:	76583180	THE MORE YOU KNOW, THE MORE YOU BENEFIT
Serial Number:	76583179	SELECT CONNECT
Serial Number:	76581104	ALTA SERVICES
Serial Number:	76581103	ALTA SERVICES
Serial Number:	76512836	FLOOD ON LINE
Serial Number:	76473391	SOLUTIONS FOR SUCCESS

**CORRESPONDENCE DATA**

Fax Number: (203)327-1096

**TRADEMARK  
 REEL: 003064 FRAME: 0677**

OP \$290.00 76600793

*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.

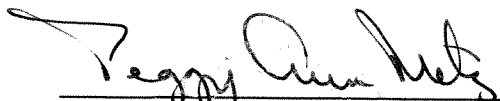
**Selective Insurance Company of America**

By   
Michael H. Lanza  
Its Senior Vice President

**STATE OF NEW JERSEY**  
**COUNTY OF**

: **ss. BRANCHVILLE**  
:

On this 7<sup>th</sup> 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 08/30/07

**Exhibit A**

**Trademark**

**U.S. Trademark Application No.**

SELECTPLUS (Stylized)	76-600793
ONE & DONE (Stylized)	76-591058
SELECTIVE & Design	76-589215
ESELECT (Stylized)	76-587561
HIGH TECH X HIGH TOUCH = HT2	76-584239
THE MORE YOU KNOW, THE MORE YOU BENEFIT (Stylized)	76-583180
SELECT CONNECT (Stylized)	76-583179
ALTA SERVICES & Design	76-581104
ALTA SERVICES	76-581103
FLOOD ON LINE	76-512836
SOLUTIONS FOR SUCCESS	76-473391