

Form PTO-1594 (Rev. 03/05)
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Forethought Financial Services, Inc.

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

Citizenship (see guidelines)

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Batesville Services, Inc.

Internal

Address:

Street Address: One Batesville Boulevard

City: Batesville

State: Indiana

Country: USA Zip: 47006

- Association Citizenship
- General Partnership Citizenship
- Limited Partnership Citizenship
- Corporation Citizenship Indiana
- Other Citizenship

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)

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) December 17, 2004

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,488,860 1,861,987

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

TIMELESS TOTAL CASKET PROTECTION

TOTAL CASKET PROTECTION

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

Name: Greenebaum Doll & McDonald

Internal Address:

2800 Chemed Center

Street Address: 255 East Fifth Street

City: Cincinnati

State: OH Zip: 45202

Phone Number: (513) 455-7644

Fax Number: (513) 762-7944

Email Address: lke@gdm.com

6. Total number of applications and registrations involved:

two

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 65.00

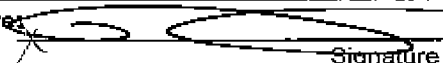
- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 50-2904
Authorized User Name Louis K. Ebling

9. Signature


Signature

Louis K. Ebling

Name of Person Signing

April 11, 2005
Date

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

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

CH \$65.00 502904 2488860

TRADEMARK ASSIGNMENT

WHEREAS Forethought Services, Inc., a corporation, with an address at Forethought Center, Batesville, Indiana 47006 ("Assignor"), is the owner of all right, title, and interest in and to the trademark[s] that are the subject of the registrations identified in Exhibit A hereto; and (the "Mark[s]"); and

WHEREAS, Batesville Services, Inc., a corporation with an address at One Batesville Boulevard, Batesville, Indiana 47006 ("Assignee"), wishes to acquire all rights that Assignor has in and to the Mark[s] and the registration[s] thereof, together with the good will of the business in connection with which the Mark[s] is/are used and which is/are symbolized by the Mark[s], along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell and assign unto Assignee all of Assignor's right, title, and interest in and to the Mark[s] and the registration[s] thereof, together with the good will of the business in connection with which the Mark[s] is/are used and which is symbolized by the Mark[s], along with the right to recover for damages and profits for past infringements thereof.

Assignor agrees to execute and deliver, at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may require in order to vest all Assignor's right, title, and interest in and to the Mark[s] and the registration[s] thereof in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession and control of Assignor.

IN WITNESS WHEREOF, said Assignor has caused this instrument to be executed this 17th day of December, 2004.

FORETHOUGHT FINANCIAL SERVICES, INC.

By: David K. Mullen

Name: David K. Mullen

Title: General Counsel

EXHIBIT A

TRADEMARK	COUNTRY	SERIAL NO	REG NO	REG DATE
TIMELESS TOTAL CASKET PROTECTION	US	75/807,245	2,488,860	9/11/01
TOTAL CASKET PROTECTION	US	74/423,988	1,861,987	11/8/94