

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
Lumbermens Mutual Casualty Company		11/04/2005	mutual insurance company: ILLINOIS
RECEIVING PARTY DATA			
Name:	Insurance Point, LLC		
Street Address:	303 East South Temple		
City:	Salt Lake City		
State/Country:	UTAH		
Postal Code:	84111		
Entity Type:	LIMITED LIABILITY COMPANY: UTAH		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2865912	INSUREPOINT.COM REWIRING BUSINESS INSURANCE	
Registration Number:	2865911	INSUREPOINT	
Registration Number:	2273553	INSUREPOINT WWW.INSUREPOINT.COM	
CORRESPONDENCE DATA			
Fax Number:	(801)328-0537		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	801-521-3200		
Email:	bwinder@joneswaldo.com		
Correspondent Name:	Brent T. Winder		
Address Line 1:	170 South Main Street, Suite 1500		
Address Line 4:	Salt Lake City, UTAH 84101		
ATTORNEY DOCKET NUMBER:	17212.0001		
NAME OF SUBMITTER:	Brent T. Winder		

CH \$90.00 2865912

Signature:

/Brent T. Winder/

Date:

11/07/2005

Total Attachments: 2

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Trademark Assignment

A. Lumbermens Mutual Casualty Company, a mutual insurance company organized under the laws of Illinois, with its principal place of business at 1 Kemper Drive, Long Grove, Illinois 60049 ("Assignor"), has adopted, owns and is using the following trademarks for which Assignor owns the following identified federal registrations on the Principal Register of the United States Patent and Trademark Office for the goods and/or services identified therein ("the Marks"):

- 1) Registration No. 2865912
Mark: INSUREPOINT.COM REWIRING BUSINESS INSURANCE (and Design)
Registration Date July 27, 2004
- 2) Registration No. 2865911
Mark: INSUREPOINT
Registration Date July 27, 2004
- 3) Registration No. 2273553
Mark: INSUREPOINT WWW.INSUREPOINT.COM (and Design)
Registration Date August 31, 1999

B. Insurance Point, LLC, a Utah limited liability company organized under the laws of Utah, with a principal place of business at 303 East South Temple, Salt Lake City, Utah 84111 ("Assignee"), desires to acquire the Marks and the above-referenced Registrations therefor.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to each of the Marks, together with the goodwill of the business symbolized by the Marks, and the registrations thereof.
2. Assignor represents that it has full power to enter into and perform this Agreement. Assignor also represents that it is the sole registrant and owner of the Marks.
3. To the extent that it becomes necessary, Assignor will cooperate with Assignee to facilitate the recordation of this Assignment with the U.S. Patent and Trademark Office (USPTO), or any other body through which recordation is, or may be, necessary to effect the full transfer of the Marks to Assignee.
4. Assignee agrees to pay Assignor \$6,500.00 as total compensation for the Marks.
 - a. To facilitate this Assignment, Assignee agrees to the following distribution of the aforementioned compensation: \$3,250.00 shall be paid by Assignee with the execution of this Assignment, and \$3,250.00 shall be paid by Assignee upon receiving confirmation that the USPTO has duly recorded the change in ownership for the Marks. A current printout of a TESS query (through the USPTO website) will be sufficient evidence of the recordation. Assignee will make checks payable to Lumbermens

Mutual Casualty Company and send it via overnight delivery service to Seller at the following address:

ATTN: Jerry Pluard
Lumbermens Mutual Casualty Company
1 Kemper Drive
Long Grove, Illinois 60049

- 5. This Agreement will be governed by the laws of the State of Utah.
- 6. If any provision of this Agreement is held by a tribunal of competent jurisdiction to be contrary to law, the remaining provisions will remain in effect.
- 7. This Agreement constitutes the entire agreement between the parties. This Agreement may not be changed in any respect except in writing duly executed by authorized representatives of each of the parties.

Lumbermens Mutual Casualty Company
By: [Signature] GERALD PLUARD
(Print Name)
Title: Associate General

Dated effective as of: 11/4/05
SUBSCRIBED and SWORN to before me this 4th of Nov., 2005.

[Signature] Laura Gorski
Notary Public



Insurance Point, LLC
By: [Signature] James L. Hall II
(Print Name)
Title: Manager.

Dated effective as of: _____
SUBSCRIBED and SWORN to before me this 3rd of Nov., 2005.

[Signature]
Notary Public

