

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	04/27/2005

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Pacific Life Insurance Company		04/27/2005	CORPORATION: CALIFORNIA

**RECEIVING PARTY DATA**

Name:	PacifiCare Health Plan Administrators, Inc.
Street Address:	5995 Plaza Drive
City:	Cypress
State/Country:	CALIFORNIA
Postal Code:	90630
Entity Type:	CORPORATION: INDIANA

**PROPERTY NUMBERS Total: 2**

Property Type	Number	Word Mark
Registration Number:	2422511	PACIFIC RISK MANAGEMENT SERVICES
Registration Number:	1495334	STAR CARE PLUS

**CORRESPONDENCE DATA**

Fax Number: (310)203-0567  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 310-203-8080  
 Email: trademarkdocket@jmbm.com  
 Correspondent Name: Christine L. Lofgren, Esq.  
 Address Line 1: 1900 Avenue of the Stars, 7th Floor  
 Address Line 4: Los Angeles, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER:	57243-0171
NAME OF SUBMITTER:	Christine L. Lofgren
Signature:	/christine l lofgren/

CH \$65.00 2422511

Date:

04/11/2006

**Total Attachments: 6**

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**ASSIGNMENT OF INTELLECTUAL PROPERTY**  
**PACIFIC LIFE INSURANCE COMPANY**

This ASSIGNMENT OF INTELLECTUAL PROPERTY, is dated as of April 27, 2005 (this "Assignment"), by PACIFIC LIFE INSURANCE COMPANY, a California life insurance company ("Assignor"), in favor of PACIFICARE HEALTH PLAN ADMINISTRATORS, INC., an Indiana company ("Assignee").

**WITNESSETH**

**WHEREAS**, Assignor, Pacific Life & Annuity Company, an Arizona life insurance company, and PacifiCare Life and Health Insurance Company, an Indiana life insurance company ("PacifiCare"), are parties to that certain Master Asset Transfer Agreement, dated as of November 29, 2004, as amended (the "Master Asset Transfer Agreement"), pursuant to which PacifiCare has, among other things, agreed to acquire from Assignor, and Assignor has agreed to sell to PacifiCare, all of Assignor's rights, title and interest in and to the registered trademarks, service marks, and Internet domain names set forth on Attachment I hereto (the "Trademarks"). Capitalized terms used herein but not otherwise defined shall have the meanings set forth in the Master Asset Transfer Agreement;

**WHEREAS**, in accordance with the assignment provision under Section 10.3 of the Master Asset Transfer Agreement, Assignee and PacifiCare have entered into an Assignment Agreement dated April 26, 2005 (the "Assignment Agreement"), pursuant to which PacifiCare has assigned to Assignee, among other things, all of PacifiCare's right, title and interest in, to and under certain Transferred Assets (as defined in the Master Asset Transfer Agreement), including the Trademarks.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee and its successors and assigns, all of the right, title, and interest of Assignor in and to the Trademarks, together with the goodwill of the business connected with the use of and symbolized by such Trademarks, and all renewals thereof, including without limitation all causes of actions, claims and demands or other rights for, or arising from, any infringement arising or occurring before, on or after the Closing, including past infringement, all rights of priority under any international conventions and any other international agreements to which the United States adheres, all income, royalties, damages, claims, and payments hereafter due or payable with respect thereto, and all rights corresponding thereto throughout the world.

This Assignment may be executed in counterparts, each of which shall be deemed an original, but both of which together shall constitute one and the same agreement and shall become effective when one or more counterparts have been signed by each of the parties hereto and delivered to the other party.

In the event of any conflict between this Assignment and the Master Asset Transfer Agreement, the terms of the Master Asset Transfer Agreement shall control.


This Assignment shall be governed by and construed in accordance with the laws of the state of New York, without giving effect to the principles of conflicts of laws thereof. Each of the parties hereto agrees that any legal action or proceeding with respect to this Assignment may be brought in the state or federal courts located in New York and, by execution and delivery of this Assignment, each party hereto irrevocably submits itself in respect of its property, generally and unconditionally to the exclusive jurisdiction of the aforesaid courts in any legal action or proceeding arising out of this Assignment. Each of the parties hereto hereby irrevocably waives any objection which it may now or hereafter have to the laying of venue of any of the aforesaid actions or proceedings arising out of or in connection with this Assignment brought in the courts referred to in the preceding sentence.

[Remainder of Page Intentionally Left Blank]

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be executed by the signature of its duly authorized officer as of the date above first written.

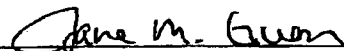
ASSIGNOR:

PACIFIC LIFE INSURANCE COMPANY

By: \_\_\_\_\_

Name: Khanh T. Tran

Title: Executive Vice President and  
Chief Financial Officer

By: \_\_\_\_\_

Name: Jane M. Guon

Title: Assistant Secretary

Acknowledged and Accepted:

ASSIGNEE:

PACIFICARE HEALTH PLAN  
ADMINISTRATORS, INC.

By: \_\_\_\_\_

Name: Christopher A. Karkenny

Title: Chief Financial Officer

State of CA )

County of Orange )<sup>SS</sup>

On the 26<sup>th</sup> day of April in the year 2005 before me, the undersigned, personally appeared Khánh T Trian, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Laura J Knoble  
Notary Public

My Commission Expires: 6-28-05



State of CA )

County of Orange )<sup>SS</sup>

On the 26<sup>th</sup> day of April in the year 2005 before me, the undersigned, personally appeared Jane M Owon, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Laura J Knoble  
Notary Public

My Commission Expires: 6-28-05



IN WITNESS WHEREOF, the undersigned has caused this Assignment to be executed by the signature of its duly authorized officer as of the date above first written.

ASSIGNOR:

PACIFIC LIFE INSURANCE COMPANY


By: \_\_\_\_\_  
Name: Khanh T. Tran  
Title: Executive Vice President and  
Chief Financial Officer

By: \_\_\_\_\_  
Name: Jane M. Guon  
Title: Assistant Secretary

Acknowledged and Accepted:

ASSIGNEE:

PACIFICARE HEALTH PLAN  
ADMINISTRATORS, INC.

By:   
Name: Christopher A. Karkenny  
Title: Chief Financial Officer

**ATTACHMENT I**

**TRADEMARKS**

<u>Country</u>	<u>Trademark</u>	<u>Class</u>	<u>Status</u>	<u>Reg Number</u>	<u>Reg Date</u>
US	Pacific Risk Management Services	36	Registered	2,422,511	1/23/01
US	Star Care Plus	36	Registered	1,495,334	7/5/88

**INTERNET DOMAIN NAMES**

<u>Owner</u>	<u>Domain Name</u>	<u>Reg Date</u>	<u>Renewal Date</u>
Pacific Life Insurance	stoploss.biz	10/07/01	11/6/06
Pacific Life Insurance	stoploss.info	1/14/04	1/14/08
Pacific Life Insurance	visioninsurance.info	1/14/04	1/14/08
Pacific Life Insurance	criticalillnessinsurance.biz	10/7/01	11/6/06
Pacific Life Insurance	disibilityinsurance.biz	11/7/01	11/6/06
Pacific Life Insurance	disibilityinsurance.info	4/06/04	4/06/06
Pacific Life Insurance	groupbenefits.biz	11/7/01	11/6/06
Pacific Life Insurance	grouplife.biz	11/7/01	11/6/06
Pacific Life Insurance	grouplife.org	1/13/04	1/13/08
Pacific Life Insurance	grouplife.us	1/13/04	1/12/06
Pacific Life Insurance	grouplifeinsurance.biz	11/7/01	11/6/06