

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|-----------------------------------|--|----------------|-------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | CHANGE OF NAME | | |
| EFFECTIVE DATE: | 12/30/2005 | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| 1-800-LIFE-INSURANCE AGENCY, INC. | | 12/30/2005 | CORPORATION: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | INTELLIQUOTE INSURANCE SERVICES | | |
| Street Address: | 5170 GOLDEN FOOTHILL PARKWAY | | |
| City: | EL DORADO HILLS | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 95762 | | |
| Entity Type: | CORPORATION: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3000184 | INTELLIQUOTE | |
| Serial Number: | 78795988 | MY IQ | |
| Serial Number: | 78798425 | SIMPLY SMART | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (703)770-7901 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 650.233.4500 | | |
| Email: | judy.keeley@pillsburylaw.com | | |
| Correspondent Name: | PATRICIA L. COTTON | | |
| Address Line 1: | P.O. BOX 10500, PILLSBURY WINTHROP ET AL | | |
| Address Line 2: | INTELLECTUAL PROPERTY GROUP | | |
| Address Line 4: | MCLEAN, VIRGINIA 22102 | | |
| ATTORNEY DOCKET NUMBER: | 042711-0325468 | | |

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| NAME OF SUBMITTER: | PATRICIA L. COTTON |
| Signature: | /Patricia L. Cotton/ |
| Date: | 05/03/2006 |
| Total Attachments: 0 | |

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