

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
Colorado Bankers Life Insurance Company		10/31/2006	CORPORATION: COLORADO
RECEIVING PARTY DATA			
Name:	Health Care Service Corporation		
Street Address:	300 East Randolph Street		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60601		
Entity Type:	Mutual Legal Reserve Company: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2153739	PROTECT-A-DENT	
CORRESPONDENCE DATA			
Fax Number:	(602)734-3750		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	602.262.5311		
Email:	trademarks@lrlaw.com		
Correspondent Name:	Sean D. Garrison Lewis and Roca LLP		
Address Line 1:	40 North Central Avenue, 19th Floor		
Address Line 4:	Phoenix, ARIZONA 85004		
ATTORNEY DOCKET NUMBER:	45674.4		
NAME OF SUBMITTER:	Sean D. Garrison		
Signature:	/Sean D. Garrison/		
Date:	12/21/2006		

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Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS Colorado Bankers Life Insurance Company ("Colorado Bankers Life") is the registrant of the trademark PROTECT-A-DENT, U.S. Registration 2153739, which is valid, existing and uncanceled (the PROTECT-A-DENT Mark);

WHEREAS Health Care Service Corporation, an Illinois Mutual Legal Reserve Company ("HCSC") wishes to acquire ownership of the PROTECT-A-DENT Mark along with all common law trademark rights and accompanying goodwill;

WHEREAS Colorado Bankers Life is a wholly owned subsidiary of HCSC;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. Colorado Bankers Life hereby assigns to HCSC any and all statutory and common law right, title and interest in and to the PROTECT-A-DENT Mark, together with the goodwill of the business it symbolizes.

2. Colorado Bankers Life further assigns to HCSC all causes of action and related remedies arising out of or related to past, present or future infringement or misappropriation of the PROTECT-A-DENT Mark.

3. Each party agrees that it shall execute any and all further or additional instruments as necessary in order to carry out the terms and purposes of this Agreement, including providing documentation of this Agreement to the U.S. Patent and Trademark Office.

4. This Trademark Assignment contains the entire understanding and agreement between the parties hereto with respect to its subject matter and supersedes any prior or contemporaneous written or oral agreements, representations or warranties between them respecting the subject matter hereof. The recitals of this Agreement are hereby fully incorporated into this Agreement.

EFFECTIVE as of October 31, 2006

Colorado Bankers Life Insurance Company, a Colorado corporation	Health Care Service Corporation, an Illinois Mutual Legal Reserve Company
By: <u>[Signature]</u>	By: <u>[Signature]</u>
Title: <u>ASSISTANT SECRETARY</u>	Its: <u>VP- Assistant Secretary</u>

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