

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
UPMC		01/17/2007	CORPORATION: PENNSYLVANIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	University of Pittsburgh of the Commonwealth of Pennsylvania		
<b>Street Address:</b>	1710 Cathedral of Learning		
<b>Internal Address:</b>	Office of General Counsel, University of Pittsburgh		
<b>City:</b>	Pittsburgh		
<b>State/Country:</b>	PENNSYLVANIA		
<b>Postal Code:</b>	15260		
<b>Entity Type:</b>	CORPORATION: PENNSYLVANIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78813057	UPMC FOR LIFE	
<b>Registration Number:</b>	3153897	UPMC CONSUMER ADVANTAGE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(412)624-9165		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	412-624-0216		
<b>Email:</b>	lhillock@pitt.edu		
<b>Correspondent Name:</b>	Laura Rau Hillock		
<b>Address Line 1:</b>	1710 Cathedral of Learning		
<b>Address Line 2:</b>	University of Pittsburgh		
<b>Address Line 4:</b>	Pittsburgh, PENNSYLVANIA 15260		
<b>NAME OF SUBMITTER:</b>	Laura Rau Hillock		
<b>Signature:</b>	/Laura Rau Hillock/		

OP \$65.00 78813057

Date:

01/17/2007

Total Attachments: 1

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ASSIGNMENT

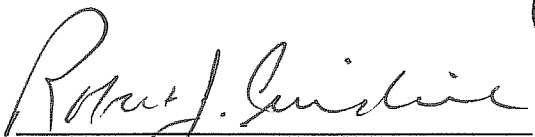
WHEREAS, UPMC, the full post office address of whose principal office or place of business is 200 Lothrop Street, Pittsburgh, Pennsylvania 15213, United States of America, has filed the trademark "UPMC for Life" covered by Application Serial No. 78/813,057, filed February 13, 2006; and has acquired the trademark "UPMC Consumer Advantage", Registration No. 3,153,897, registered October 10, 2006 (hereinafter, "the Trademarks").

AND WHEREAS, University of Pittsburgh of the Commonwealth of Pennsylvania, the full post office address of whose principal office or place of business is 1710 Cathedral of Learning, Pittsburgh, Pennsylvania 15260, United States of America, is the senior user and owner of the trademark "UPMC," Registration No. 2,174,963, and desires to correct the official records and acquire the rights to the Trademarks;

NOW THEREFORE KNOWN ALL MEN BY THESE PRESENTS that for good and valuable consideration, the receipt of which is hereby acknowledged, UPMC, doth hereby assign and transfer to University of Pittsburgh of the Commonwealth of Pennsylvania, all right, title and interest of the said wares in and to the trademarks "UPMC for Life" and "UPMC Consumer Advantage";

IN WITNESS WHEREOF, UPMC has caused these presents to be executed by its duly authorized officer in the City of Pittsburgh this 17 day of January, 2007.

UPMC

By 

Robert J. Cindrich  
Chief Legal Counsel

