

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
Genworth Financial, Inc.		03/21/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Genworth Life and Health Insurance Company		
Street Address:	175 Addison Road		
City:	Windsor		
State/Country:	CONNECTICUT		
Postal Code:	06095		
Entity Type:	CORPORATION: CONNECTICUT		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2622601	CUSTOM CHOICE	
Registration Number:	3142659	HEALTHY LIVING FOR LIFE	
CORRESPONDENCE DATA			
Fax Number:	(804)344-7999		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(804) 788-8331		
Email:	HWRITM@hunton.com		
Correspondent Name:	Stephen P. Demm		
Address Line 1:	951 East Byrd Street		
Address Line 2:	Riverfront Plaza, East Tower		
Address Line 4:	Richmond, VIRGINIA 23219-4074		
ATTORNEY DOCKET NUMBER:	52493.195		
NAME OF SUBMITTER:	Stephen P. Demm		
Signature:	/Stephen P. Demm/		

CH \$65.00 2622601

Date:

03/27/2007

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, Genworth Financial, Inc., a corporation organized and existing under the laws of the State of Delaware ("Assignor"), is the owner of certain trademarks, service marks, and registrations listed in Schedule A (collectively the "Assigned Marks"), including the goodwill associated with them, and desires to assign the Assigned Marks to Genworth Life and Health Insurance Company, a corporation organized and existing under the laws of the State of Connecticut and having a place of business at 175 Addison Road, Windsor, Connecticut 06095 ("Assignee"); and

WHEREAS, Assignee desires to acquire the Assigned Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Assigned Marks, together with the goodwill of the business symbolized by the Assigned Marks.

This Trademark Assignment may be executed in counterparts, each of which shall be deemed to be an original, but all of which together will constitute one and the same instrument.

[SIGNATURES ON FOLLOWING PAGE]

TRADEMARK

IN WITNESS WHEREOF, Genworth Financial, Inc., has caused this Trademark Assignment to be executed and delivered as of this 21st day of March, 2007.

GENWORTH FINANCIAL, INC.

By: *Ward Bobitz*
Printed Name: Ward Bobitz
Title: Vice President

IN WITNESS WHEREOF, Genworth Life and Health Insurance Company accepts this Trademark Assignment executed and delivered as of this 20th day of March, 2007.

GENWORTH LIFE AND HEALTH INSURANCE COMPANY

By: *George W. Ripley III*
Printed Name: George W. Ripley III
Title: Vice President, General Counsel + Secretary

SCHEDULE A
U. S. REGISTERED TRADEMARKS/SERVICE MARKS

<u>Mark</u>	<u>Application Number</u>	<u>Filing Date</u>	<u>Registration Number</u>	<u>Registration Date</u>
CUSTOM CHOICE	75/598,255	12/02/1998	2,622,601	09/24/2002
HEALTHY LIVING FOR LIFE	76/609,493	08/31/2004	3,142,659	09/12/2006

TRADEMARK