

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Guard Financial Group, Inc.		05/30/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Guard Insurance Group, Inc.
Street Address:	16 South River Street
City:	Wilkes-Barre
State/Country:	PENNSYLVANIA
Postal Code:	18703
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Registration Number:	1392605	AMGUARD INSURANCE COMPANY
Registration Number:	2382386	COOPERATIVE CARE PROGRAM
Registration Number:	2276901	DIRECT DRAFT PROGRAM
Registration Number:	1995504	EASTGUARD INSURANCE COMPANY
Registration Number:	1737061	EXCELLENCE IN INSURANCE
Serial Number:	77035973	GUARDCO
Registration Number:	2328688	GUARD COOPERATIVE CARE
Registration Number:	2890017	GUARD E-Z RATE
Registration Number:	2730579	GUARD FINANCIAL GROUP
Serial Number:	77036061	GUARD PREMIUM FINANCE
Serial Number:	77036078	INTERGUARD
Registration Number:	1559254	NORGUARD INSURANCE COMPANY
Registration Number:	2938728	THE GUARD WAY
Registration Number:	2944719	WESTGUARD

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Registration Number:	2986148	WESTGUARD
Registration Number:	2250453	YOUR BUSINESS IS OUR BUSINESS
Registration Number:	1614207	GUARD INSURANCE GROUP
Registration Number:	1674513	
Registration Number:	2738863	GUARD FINANCIAL GROUP

CORRESPONDENCE DATA

Fax Number: (703)413-2220

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 703-413-3000

Email: tmddocket@oblon.com

Correspondent Name: Jeffrey H. Kaufman

Address Line 1: 1940 Duke Street

Address Line 4: Alexandria, VIRGINIA 22314

ATTORNEY DOCKET NUMBER:	312653US33
NAME OF SUBMITTER:	Jeffrey H. Kaufman
Signature:	/Jeffrey H. Kaufman/
Date:	07/30/2007
Total Attachments: 0	

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