

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
United Family Life Insurance Company		02/07/2008	CORPORATION: GEORGIA
RECEIVING PARTY DATA			
Name:	Assurant, Inc.		
Street Address:	One Chase Manhattan Plaza, 41st Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10005		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	2342755	UNITED FAMILY	
Registration Number:	2161393	PREMIER CLUB	
Registration Number:	1680174	PIMS	
Registration Number:	1693521	FAMILY CONSIDERATIONS	
Registration Number:	1719599	REFLECTIONS	
Registration Number:	1561980	THE VITAL LINK	
Registration Number:	1506331	PREMIER LIFE	
CORRESPONDENCE DATA			
Fax Number:	(404)881-7777		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-881-7000		
Email:	barbara.yates@alston.com		
Correspondent Name:	Ginabeth B. Hutchison, Esq.		
Address Line 1:	1201 W. Peachtree Street		

OP \$190.00 2342755

Address Line 2: c/o Alston & Bird LLP
Address Line 4: Atlanta, GEORGIA 30309-3424

ATTORNEY DOCKET NUMBER:	328304
NAME OF SUBMITTER:	Ginabeth B. Hutchison
Signature:	/Ginabeth B. Hutchison/
Date:	02/08/2008

Total Attachments: 2
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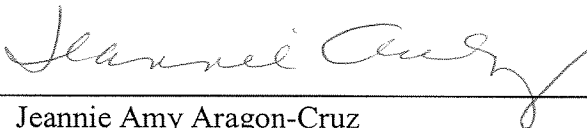
Assignment of Trademark Registrations

WHEREAS, United Family Life Insurance Company, an Georgia corporation having its principal office at 260 Interstate N. Circle, SE, Atlanta, GA 30339-2210 (hereinafter "Assignor"), has adopted and is using the marks shown on the attached Schedule, the registrations of which in the United States Patent and Trademark Office are valid and subsisting, and

WHEREAS, Assurant, Inc., a Delaware corporation having its principal office at One Chase Manhattan Plaza, 41st Floor, New York, New York 10005 (hereinafter "Assignee"), is desirous of acquiring said marks and the registrations thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title, and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and the registrations thereof identified on the attached Schedule.

UNITED FAMILY LIFE INSURANCE COMPANY

By: 

Jeannie Amy Aragon-Cruz
Assistant Secretary

Date: 2/7/2008

Schedule

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
UNITED FAMILY	2,342,755	April 18, 2000
PREMIER CLUB	2,161,393	June 2, 1998
PIMS	1,680,174	March 24, 1992
FAMILY CONSIDERATIONS	1,693,521	June 9, 1992
REFLECTIONS	1,719,599	Sept. 22, 1992
THE VITAL LINK	1,561,980	Oct. 24, 1989
PREMIER LIFE	1,506,331	Sept. 27, 1988