

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<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>
Anthem Insurance Companies, Inc.		06/30/2008	CORPORATION: INDIANA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Arison Insurance Services, Inc.		
<b>Street Address:</b>	13550 Triton Park Blvd.		
<b>City:</b>	Louisville		
<b>State/Country:</b>	KENTUCKY		
<b>Postal Code:</b>	40223		
<b>Entity Type:</b>	CORPORATION: KENTUCKY		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2972249	ARISON INSURANCE SERVICES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(314)612-1301		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	314-444-7783		
<b>Email:</b>	ipdept@lewisrice.com		
<b>Correspondent Name:</b>	Kirk A. Damman		
<b>Address Line 1:</b>	500 N. Broadway, Suite 2000		
<b>Address Line 2:</b>	Box IP Department		
<b>Address Line 4:</b>	St. Louis, MISSOURI 63102		
<b>ATTORNEY DOCKET NUMBER:</b>	ARISON		
<b>NAME OF SUBMITTER:</b>	Kirk Damman		
<b>Signature:</b>	/Kirk A Damman/		
<b>Date:</b>	07/25/2008		

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Total Attachments: 3

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
TRADEMARK ASSIGNMENT

ASSIGNOR: Anthem Insurance Companies, Inc.  
ASSIGNEE: Arison Insurance Services, Inc.  
MARK: See Exhibit A  
REGISTRATION NO.: See Exhibit A  
REGISTRATION DATE: See Exhibit A

THIS ASSIGNMENT is made this 30<sup>th</sup> day of June, 2008 by and between Anthem Insurance Companies, Inc., an Indiana corporation, with a principal place of business at 120 Monument Circle, Indianapolis, Indiana 46204 ("*Assignor*"), in favor of Arison Insurance Services, Inc., a Kentucky corporation, with a principal place of business at 13550 Triton Park Blvd., Louisville, Kentucky 40223 ("*Assignee*").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark set forth on Exhibit A (the "*Trademark*"), which has been registered in the United States Patent and Trademark Office;

WHEREAS, Assignor desires to sell, transfer and assign to Assignee all of Assignor's right, title and interest in and to the Trademark and the registration thereof together with the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with the right to recover for damages and past infringements thereof; and

WHEREAS, Assignee desires to acquire from Assignor the Trademark and the registration thereof together with the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with the right to recover for damages and past infringements thereof.

**AGREEMENT**

NOW THEREFORE, in consideration of the foregoing, and other good and valuable consideration (the receipt, adequacy and sufficiency of which are hereby acknowledged by Assignor by its execution hereof), Assignor agrees as follows.

1. **Assignment.** Assignor hereby sells, transfers and assigns to Assignee and Assignee's successors and assigns, Assignor's entire right, title and interest in and to the Trademark and the registration thereof for the United States of America and throughout the world, together with all of the goodwill of the business in connection with which the Trademark are used and which is symbolized by the Trademark, along with the right to recover for damages and profits from past infringements thereof.
2. **Further Assurances.** Assignor covenants and agrees that it will, whenever so requested by Assignee, execute and deliver such further instruments and perform any other reasonable acts that Assignee may require as may be necessary or convenient for vesting in Assignee the full benefit of all of the rights and premises hereby assigned and provide evidence to support any of the foregoing in the event such evidence is in the possession or control of Assignor.

3 Request to the Commissioner. The Commissioner of Patents and Trademarks is hereby respectfully requested to record this Assignment in the United States Patent and Trademark Office and index the same against the files of registration herein described.

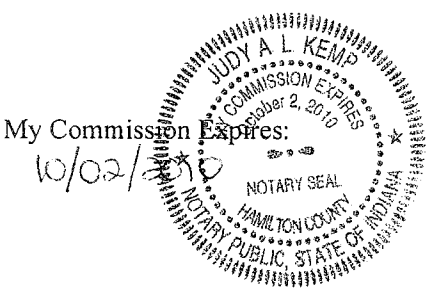
ANTHEM INSURANCE COMPANIES, INC.

By: Nancy K. Purcell  
Name: NANCY L. PURCELL  
Title: SECRETARY

STATE OF Indiana )  
 ) SS  
COUNTY OF Martin )

On this 30 day of June, 2008, before me appeared Nancy L. Purcell, the person who signed this instrument, who acknowledged that he signed it as a free act on his own behalf and on behalf of Anthem Insurance Companies, Inc. with full authority as Secretary of such company to so act.

Judy A. Kemp  
Notary Public



**EXHIBIT A**

<b>Trademark</b>	<b>Filing Date</b>	<b>Registration Date</b>	<b>Serial Number</b>	<b>Registration Number</b>
ARISON INSURANCE SERVICES	October 7, 2003	July 19, 2005	76549782	2972249