

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
Life of the South Corporation		04/24/2008	CORPORATION: GEORGIA
RECEIVING PARTY DATA			
Name:	Fortegra Financial Corporation		
Street Address:	100 West Bay Street		
City:	Jacksonville		
State/Country:	FLORIDA		
Postal Code:	32202		
Entity Type:	CORPORATION: GEORGIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	76691393	ENDLESS POSSIBILITIES	
Serial Number:	76691413	FORTEGRA FINANCIAL	
Serial Number:	76691395	FF FORTEGRA FINANCIAL	
Registration Number:	1375035	LIFE OF THE SOUTH	
CORRESPONDENCE DATA			
Fax Number:	(404)541-4607		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-815-6500		
Email:	tmadmin@kilpatrickstockton.com		
Correspondent Name:	William H. Brewster		
Address Line 1:	1100 Peachtree St. NE		
Address Line 2:	Suite 2800		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	L4830.379881		
NAME OF SUBMITTER:	Valetta Northcutt, Paralegal		

OP \$115.00 76691393

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REEL: 004038 FRAME: 0735

Signature:	/Val Northcutt/
Date:	08/06/2009
Total Attachments: 2 source=FORTEGRA Name Change (2)#page1.tif source=FORTEGRA Name Change (2)#page2.tif	

STATE OF GEORGIA

Secretary of State

Corporations Division

315 West Tower

#2 Martin Luther King, Jr. Dr.

Atlanta, Georgia 30334-1530

CERTIFICATE OF AMENDMENT NAME CHANGE

I, **Karen C Handel**, the Secretary of State and the Corporations Commissioner of the State of Georgia, hereby certify under the seal of my office that

LIFE OF THE SOUTH CORPORATION a Domestic Profit Corporation

has filed articles/certificate of amendment in the Office of the Secretary of State on **05/19/2008** changing its name to

FORTEGRA FINANCIAL CORPORATION

and has paid the required fees as provided by Title 14 of the Official Code of Georgia Annotated. Attached hereto is a true and correct copy of said articles/ certificate of amendment.

WITNESS my hand and official seal in the City of Atlanta
and the State of Georgia on May 19, 2008



A handwritten signature in black ink that reads "Karen C Handel". The signature is written in a cursive style.

Karen C Handel
Secretary of State

ARTICLES OF AMENDMENT
OF
LIFE OF THE SOUTH CORPORATION

Pursuant to Official Code of Ga. Ann. § 14-2-1006 of the Georgia Business Corporation Code, Life of the South Corporation, a Georgia corporation, hereby submits the following Articles of Amendment:

1.

The name of the corporation is Life of the South Corporation (hereinafter the "Corporation").

2.

Article I of the said Articles of Incorporation is hereby amended ("Amendment") as follows:

The name of the corporation is Fortegra Financial Corporation.

3.

The Amendment was duly adopted on April 24, 2008.

4.

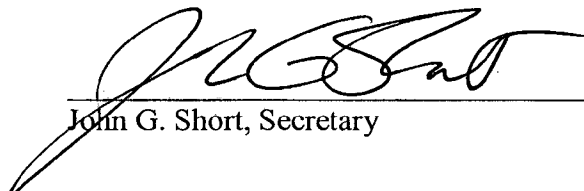
The foregoing Amendment was adopted by the Board of Directors and shareholder action was not required as provided by Official Code of Ga. Ann. § 14-2-1006.

5.

Publication of "Notice of Change of Corporate Name" will be published pursuant to Official Code of Ga. Ann. § 14-2-1006:1(b).

IN WITNESS WHEREOF, Life of the South Corporation has caused these Articles of Amendment to be executed by its duly authorized officers on this 24th day of April, 2008.

Life of the South Corporation


John G. Short, Secretary

SECRETARY OF STATE
CORPORATIONS DIVISION
2008 MAY 19 AM 10:07

State of Georgia
Name Change 2 Page(s)



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