

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
Judy Diamond Associates, Inc.		08/31/2009	CORPORATION: DISTRICT OF COLUMBIA
RECEIVING PARTY DATA			
Name:	The National Underwriter Company		
Street Address:	5081 Olympic Boulevard		
City:	Erlanger		
State/Country:	KENTUCKY		
Postal Code:	41018		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2561388	FREEERISA.COM	
CORRESPONDENCE DATA			
Fax Number:	(513)762-7935		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(513) 455-7635		
Email:	lek@gdm.com		
Correspondent Name:	Lori Krafte		
Address Line 1:	255 East Fifth Street		
Address Line 2:	2900 Chemed Center		
Address Line 4:	Cincinnati, OHIO 45202		
ATTORNEY DOCKET NUMBER:	104705.52		
NAME OF SUBMITTER:	Lori Krafte		
Signature:	/Lori Krafte/		

CH \$40.00 2561388

Date:

09/08/2009

Total Attachments: 1

source=Judy Diamond Natl UnderAssignmentEE#page1.tif

TRADEMARK ASSIGNMENT

WHEREAS, Judy Diamond Associates, Inc. ("Assignor"), a District of Columbia corporation having an address at 1130 Connecticut Avenue N.W., Washington, D.C. 20036, is the owner of certain right, title, and interest in and to the trademark FREEERISA.COM and the corresponding federal Trademark Registration No. 2,561,388 (the "Mark"); and

WHEREAS, The National Underwriter Company, an Ohio corporation having an address at 5081 Olympic Boulevard, Erlanger, Kentucky 41018 ("Assignee"), wishes to acquire all rights that Assignor has in and to the Mark, together with the good will of the business in connection with which the Mark is used and which is symbolized by the Mark, along with the right to recover for damages and profits for past infringements thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell and assign unto Assignee, *nunc pro tunc* as of December 31, 2008, all of Assignor's right, title, and interest in and to the Mark, together with the good will of the business in connection with which the Mark is used and which is symbolized by the Mark, along with the right to recover for damages and profits for past infringements thereof.

Assignor agrees to execute and deliver, at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may require in order to vest all Assignor's right, title, and interest in and to the Mark in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession and control of Assignor.

IN WITNESS WHEREOF, said Assignor has caused this instrument to be executed this 31 day of August, 2009.

JUDY DIAMOND ASSOCIATES, INC.

By: Thomas M. Sly

Title: CEO

3544000_1.doc