

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
CheckPoint HR		09/01/2009	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	CheckPoint HR Holdings Corporation
Street Address:	2035 Lincoln Highway
Internal Address:	Suite 1080
City:	Edison
State/Country:	NEW JERSEY
Postal Code:	08817
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Serial Number:	77588007	BNELERT
Registration Number:	3422124	CHECKPOINT HR
Serial Number:	77604724	CHECKPOINT HR BENEFITS GROUP
Serial Number:	77789592	CHECKPOINT HR BENEFITS GROUP THE POINT OF DIFFERENCE IN HUMAN RESOURCES
Serial Number:	76383032	CHECKPOINT HR MORE THAN JUST A PAYCHECK
Serial Number:	77789591	CHECKPOINT HR THE POINT OF DIFFERENCE IN HUMAN RESOURCES
Serial Number:	77257142	THE WILSHIRE GROUP
Serial Number:	77257669	THE WILSHIRE GROUP MORE THAN JUST INSURANCE
Serial Number:	77257670	THE WILSHIRE GROUP MORE THAN JUST INSURANCE

CORRESPONDENCE DATA

Fax Number: (646)349-5567

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

900147537

**TRADEMARK
 REEL: 004095 FRAME: 0445**

OP \$240.00 77588007

Phone: 917.779.9967
Email: mlombard@lgtrademark.com
Correspondent Name: G. Mathew Lombard
Address Line 1: 230 Park Avenue
Address Line 2: 10 FL
Address Line 4: New York, NEW YORK 10169

ATTORNEY DOCKET NUMBER:	106.0003
NAME OF SUBMITTER:	G. Mathew Lombard
Signature:	/g mathew lombard/
Date:	11/12/2009
Total Attachments: 2 source=1590#page1.tif source=1590#page2.tif	

**ACKNOWLEDGEMENT OF
DEEDS OF ASSIGNMENT**

We, the undersigned,

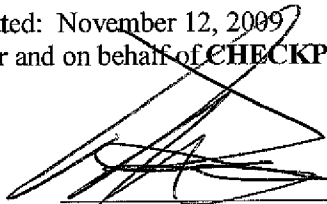
CheckPoint HR, a corporation organized under the laws of the State of Delaware, having a primary place of business at address at Suite 1080, 2035 Lincoln Highway, Edison New Jersey 08817, USA; and

CheckPoint HR Holdings Corporation, a corporation organized under the laws of the State of Delaware, having a primary place of business at address at Suite 1080, 2035 Lincoln Highway, Edison New Jersey 08817, USA,


declare, acknowledge, affirm and confirm the following:

- 1) Prior to September 1, 2009, CheckPoint HR, was the owner of all right, title, interest and goodwill including any common law rights that may exist in the United States of the trademarks covered by the U.S. trademark registrations and applications identified in Schedule A, annexed hereto (hereinafter referred to as the "Trademarks");
- 2) As of September 1, 2009, CheckPoint HR assigned all right, title and interest in the Trademarks as well as the goodwill associated therewith to CheckPoint HR Holdings Corporation, and CheckPoint HR Holdings Corporation voluntarily accepted all right, title and interest in the Trademarks as well as the goodwill including any common law rights that may exist associated therewith from CheckPoint HR;
- 3) As of the close of business on September 1, 2009, the Parties below hereby confirm that the owner in fact and the owner of record for the Trademarks, including any goodwill associated therewith, is and continues to be CheckPoint HR Holdings Corporation; and
- 4) The Parties below respectfully request that the U.S. Patent & Trademark Office record the change of ownership against the Trademarks shown in Schedule A.

Dated: November 12, 2009
For and on behalf of **CHECKPOINT HR**


Name: Neil R. Friedman
Title: Chief Financial Officer

Dated: November 12, 2009
For and on behalf of **CHECKPOINT HR
HOLDINGS CORPORATION**


Name: Neil R. Friedman
Title: Chief Financial Officer

SCHEDULE A

Trademark	Ser./Reg. No.	Goods/Services
BENELERT	SN:77-588007	(Int'l Class: 36) Insurance administration services; insurance services, namely, providing information and online computer databases for the purpose of review, verification, subscription, renewal administration and cancellation of group insurance policies and related information (Int'l Class: 45) Reminder services in the area of upcoming important dates and events, namely, due dates for insurance plan renewals and insurance premium payments
CHECKPOINT HR	SN:77-257137 RN:3,422,124	(Int'l Class: 35) Serving as human resources department for others
CHECKPOINT HR BENEFITS GROUP	SN:77-604724	(Int'l Class: 36) Insurance agencies; insurance agency and brokerage
CHECKPOINT HR BENEFITS GROUP THE POINT OF DIFFERENCE IN HUMAN RESOURCES & Design	SN:77-789592	(Int'l Class: 36) Insurance agencies; insurance agency and brokerage
CHECKPOINT HR MORE THAN JUST A PAYCHECK & Design	SN:76-383032 RN:2,868,337	(Int'l Class: 35) Serving as human resources department for others (Int'l Class: 36) Brokerage in the field of insurance
CHECKPOINT HR THE POINT OF DIFFERENCE IN HUMAN RESOURCES & Design	SN:77-789591	(Int'l Class: 36) Administration of employee benefits plans concerning insurance and payroll (Int'l Class: 35) Serving as human resources department for others; payroll preparation; payroll processing services; wage payroll preparation; administration of business payroll for others
THE WILSHIRE GROUP	SN:77-257142 RN:3,571,231	(Int'l Class: 36) Insurance agencies; insurance agency and brokerage
THE WILSHIRE GROUP MORE THAN JUST INSURANCE	SN:77-257669	(Int'l Class: 36) Insurance agency and brokerage, namely, researching, obtaining, brokering, procuring, and arranging health, medical, dental, vision, life, disability, workers' compensation and employment practices liability insurance policies on behalf of businesses as part of those businesses' employee benefits programs and plans
THE WILSHIRE GROUP MORE THAN JUST INSURANCE & Design	SN:77-257670	(Int'l Class: 36) Insurance agency and brokerage, namely, researching, obtaining, brokering, procuring, and arranging health, medical, dental, vision, life, disability, workers' compensation and employment practices liability insurance policies on behalf of businesses as part of those businesses' employee benefits programs and plans