

USPTO

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TO: LAURA RAU HILLOCK COMPANY: 1710 CATHEDRAL OF LEARNING

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.112/02/2009  
900148881

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT												
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Assignee Name previously recorded on Reel 003482 Frame 0839. Assignor(s) hereby confirms the Assignment.												
CONVEYING PARTY DATA													
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>UPMC</td> <td></td> <td>01/17/2007</td> <td>CORPORATION: PENNSYLVANIA</td> </tr> </tbody> </table>		Name	Formerly	Execution Date	Entity Type	UPMC		01/17/2007	CORPORATION: PENNSYLVANIA				
Name	Formerly	Execution Date	Entity Type										
UPMC		01/17/2007	CORPORATION: PENNSYLVANIA										
RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>University of Pittsburgh of the Commonwealth System of Higher Education</td> </tr> <tr> <td>Street Address:</td> <td>1710 Cathedral of Learning</td> </tr> <tr> <td>City:</td> <td>Pittsburgh</td> </tr> <tr> <td>State/Country:</td> <td>PENNSYLVANIA</td> </tr> <tr> <td>Postal Code:</td> <td>15280</td> </tr> <tr> <td>Entity Type:</td> <td>CORPORATION: PENNSYLVANIA</td> </tr> </table>		Name:	University of Pittsburgh of the Commonwealth System of Higher Education	Street Address:	1710 Cathedral of Learning	City:	Pittsburgh	State/Country:	PENNSYLVANIA	Postal Code:	15280	Entity Type:	CORPORATION: PENNSYLVANIA
Name:	University of Pittsburgh of the Commonwealth System of Higher Education												
Street Address:	1710 Cathedral of Learning												
City:	Pittsburgh												
State/Country:	PENNSYLVANIA												
Postal Code:	15280												
Entity Type:	CORPORATION: PENNSYLVANIA												
PROPERTY NUMBERS Total: 2													
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Serial Number:</td> <td>78813057</td> <td>UPMC FOR LIFE</td> </tr> <tr> <td>Registration Number:</td> <td>3153997</td> <td>UPMC CONSUMER ADVANTAGE</td> </tr> </tbody> </table>		Property Type	Number	Word Mark	Serial Number:	78813057	UPMC FOR LIFE	Registration Number:	3153997	UPMC CONSUMER ADVANTAGE			
Property Type	Number	Word Mark											
Serial Number:	78813057	UPMC FOR LIFE											
Registration Number:	3153997	UPMC CONSUMER ADVANTAGE											
CORRESPONDENCE DATA													
<p>Fax Number: (412)624-9185  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>  Phone: 412-624-0216  Email: lhillock@pitt.edu  Correspondent Name: Laura Rau Hillock  Address Line 1: 1710 Cathedral of Learning  Address Line 2: University of Pittsburgh  Address Line 4: Pittsburgh, PENNSYLVANIA 15280</p>													
NAME OF SUBMITTER:	Tracey Belinger												
Signature:	/Tracey Belinger/												
Date:	12/02/2009												

OP \$65.00 78813057

TRADEMARK

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REEL: 004109 FRAME: 0574

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Total Attachments: 1

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**TRADEMARK ASSIGNMENT**

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Stylesheet Version v1.1

<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>
UPMC		01/17/2007	CORPORATION: PENNSYLVANIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	University of Pittsburgh of the Commonwealth of Pennsylvania		
<b>Street Address:</b>	1710 Cathedral of Learning		
<b>Internal Address:</b>	Office of General Counsel, University of Pittsburgh		
<b>City:</b>	Pittsburgh		
<b>State/Country:</b>	PENNSYLVANIA		
<b>Postal Code:</b>	15260		
<b>Entity Type:</b>	CORPORATION: PENNSYLVANIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78813057	UPMC FOR LIFE	
<b>Registration Number:</b>	3153897	UPMC CONSUMER ADVANTAGE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(412)624-9165		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Phone:</b>	412-624-0216		
<b>Email:</b>	lhlllock@pitt.edu		

<http://etas.uspto.gov/com/receipt.jsp?iname=8LGGUQ5J38RF-19232>

1/17/2007

**TRADEMARK**  
**REEL: 004109 FRAME: 0576**

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Correspondent Name:	Laura Rau Hillock
Address Line 1:	1710 Cathedral of Learning
Address Line 2:	University of Pittsburgh
Address Line 4:	Pittsburgh, PENNSYLVANIA 15260
<b>NAME OF SUBMITTER:</b>	Laura Rau Hillock
<b>Signature:</b>	/Laura Rau Hillock/
<b>Date:</b>	01/17/2007
<b>Total Attachments: 1</b> source=UPMCforLife-UPMCCConsumerAdvantageASSIGNMENT#page1.tif	
<b>RECEIPT INFORMATION</b>	
ETAS ID:	TM74195
Receipt Date:	01/17/2007
Fee Amount:	\$65

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ASSIGNMENT

WHEREAS, UPMC, the full post office address of whose principal office or place of business is 200 Lothrop Street, Pittsburgh, Pennsylvania 15213, United States of America, has filed the trademark "UPMC for Life" covered by Application Serial No. 78/813,057, filed February 13, 2006; and has acquired the trademark "UPMC Consumer Advantage", Registration No. 3,153,897, registered October 10, 2006 (hereinafter, "the Trademarks").

*RJC*  
*of Higher Education, 11th*  
*System*  
*RJC*  
AND WHEREAS, University of Pittsburgh of the Commonwealth of Pennsylvania, the full post office address of whose principal office or place of business is 1710 Cathedral of Learning, Pittsburgh, Pennsylvania 15260, United States of America, is the senior user and owner of the trademark "UPMC," Registration No. 2,174,963, and desires to correct the official records and acquire the rights to the Trademarks;

NOW THEREFORE KNOWN ALL MEN BY THESE PRESENTS that for good and valuable consideration, the receipt of which is hereby acknowledged, UPMC, doth hereby assign and transfer to University of Pittsburgh of the Commonwealth of Pennsylvania, all right, title and interest of the said wares in and to the trademarks "UPMC for Life" and "UPMC Consumer Advantage";

IN WITNESS WHEREOF, UPMC has caused these presents to be executed by its duly authorized officer in the City of Pittsburgh this 17 day of January, 2007.

UPMC

By *Robert J. Cindrich*

Robert J. Cindrich  
Chief Legal Counsel

