

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
Protective Life Corporation		01/06/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Protective Life Insurance Company		
Street Address:	2801 Highway 280 South		
City:	Birmingham		
State/Country:	ALABAMA		
Postal Code:	35223		
Entity Type:	CORPORATION: TENNESSEE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2913012	BENEFITGUARD	
CORRESPONDENCE DATA			
Fax Number:	(202)637-3593		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-383-0100		
Email:	eteas@sutherland.com		
Correspondent Name:	Bradley E. Prendergast, Sutherland		
Address Line 1:	1275 Pennsylvania Ave., NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004-2415		
ATTORNEY DOCKET NUMBER:	68651-0101		
NAME OF SUBMITTER:	Bradley E. Prendergast		
Signature:	/Bradley E. Prendergast/		
Date:	01/06/2010		

CH \$40.00 2913012

Total Attachments: 1
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT, effective as of January 6, 2010, is by and between Protective Life Corporation, a Delaware corporation having a principal place of business at 2801 Highway 280 South, Birmingham, Alabama 35223 (hereinafter "Assignor"), and Protective Life Insurance Company, a Tennessee corporation having a principal place of business at 2801 Highway 280 South, Birmingham, Alabama 35223 (hereinafter "Assignee").

WHEREAS, Assignor owns the federal registration No. 2913012 and the mark BENEFITGUARD (hereinafter "the Mark"); and

WHEREAS, Assignee is desirous of acquiring any and all rights that Assignor may have in and to the Mark and the registration therefor, together with the goodwill of the business connected with the Mark and which is symbolized by the Mark, along with the right to recover from third parties damages and profits for past infringements thereof by such third parties.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign, sell and transfer unto Assignee, its successors and assigns, all right, title and interest in and to the Mark and the registration therefor, together with the goodwill of the business symbolized by the Mark, along with the right to recover from third parties damages and profits for past infringements thereof by such third parties.

THIS TRADEMARK ASSIGNMENT IS EFFECTIVE AS OF January 6, 2010.

PROTECTIVE LIFE CORPORATION

By 

Name: Richard J. Bielen

Title: Chief Financial Officer