

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
Arkansas Blue Cross and Blue Shield		03/15/2010	CORPORATION: ARKANSAS

RECEIVING PARTY DATA

Name:	USable Mutual Insurance Company
Street Address:	320 West Capitol
City:	Little Rock
State/Country:	ARKANSAS
Postal Code:	72201
Entity Type:	insurance company: ARKANSAS

PROPERTY NUMBERS Total: 23

Property Type	Number	Word Mark
Registration Number:	1850423	ARKANSAS' FIRSTSOURCE
Registration Number:	3131565	ARKANSAS FITNESS CHALLENGE
Serial Number:	77917167	CONNECTABLE HEALTH
Registration Number:	2250176	ADVANCED HEALTH INFORMATION NETWORK
Registration Number:	2939451	AHIN
Registration Number:	2934557	AHIN ADVANCED HEALTH INFORMATION NETWORK
Registration Number:	1783630	DENTAL PRO
Registration Number:	3410773	EBILL MANAGER
Registration Number:	3327445	FIGHT FRAUD SPECIAL INVESTIGATIONS UNIT
Registration Number:	2109339	FLEXPLAN PREFERRED
Serial Number:	77941462	ICD 10 NEUTRALIZER
Serial Number:	77869519	LIVE LIFE. YOU'RE COVERED
Registration Number:	2450310	MEDICARE SERVICES MEDGUIDE
Registration Number:	2172601	MEDI-PAK

OP \$590.00 1850423

900163326

**TRADEMARK
 REEL: 004215 FRAME: 0010**

Registration Number:	1615136	MEDI-PAK PLUS
Registration Number:	1473493	PCN
Registration Number:	3133517	PINNACLE BUSINESS SOLUTIONS
Registration Number:	1787617	UNIQUECARE
Registration Number:	1482689	USABLE
Registration Number:	1482669	USABLE
Registration Number:	1482030	USABLE
Registration Number:	3313905	USABLE LIFE CONNECT PPO
Registration Number:	1499884	PCN PRIMARY CARE NETWORK

CORRESPONDENCE DATA

Fax Number: (202)857-6395
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 202 857 6389
Email: henrye@arentfox.com
Correspondent Name: Michael A. Grow
Address Line 1: 1050 Connecticut Avenue, NW
Address Line 2: Arent Fox LLP
Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

ATTORNEY DOCKET NUMBER:	19420/000
NAME OF SUBMITTER:	Michael A. Grow
Signature:	/Michael A. Grow/
Date:	05/28/2010

Total Attachments: 2
source=Articles_of_Amend[1]#page1.tif
source=Articles_of_Amend[1]#page2.tif

APPROVED

MAR 28 2010

LEGAL
ARKANSAS INSURANCE DEPT

ARTICLES OF AMENDMENT
TO THE
ARTICLES OF INCORPORATION
OF
ARKANSAS BLUE CROSS AND BLUE SHIELD,
A MUTUAL INSURANCE COMPANY

Pursuant to the provisions of the Arkansas Insurance Code (A.C.A. §23-69-107), Arkansas Blue Cross and Blue Shield, a Mutual Insurance Company ("the Company") amended Article I of its Articles of Incorporation to read as follows:

"The name of this Corporation shall be USABLE Mutual Insurance Company"


The above amendment was adopted by the members of the Company at the annual meeting of the members held on March 15, 2010, pursuant to notice and in the manner prescribed by the Arkansas Insurance Code.

IN WITNESS WHEREOF, We the undersigned President and Secretary of the Company hereby affix our hands and seals on behalf of the Company this 15th day of March, 2010.

Arkansas Blue Cross and Blue Shield,
A Mutual Insurance Company

By: *P. Mark White*
P. Mark White
President & Chief Executive Officer

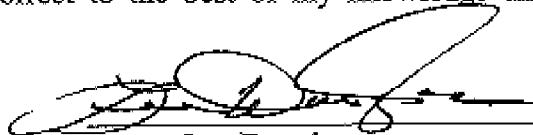
Attested:


Lee Douglass, Secretary

VERIFICATION

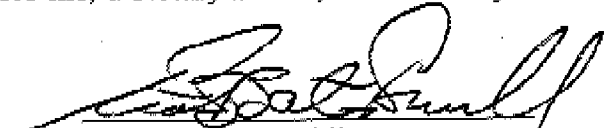
State of Arkansas
County of Pulaski

I, Lee Douglass, having been duly sworn, do hereby state on oath that the above and foregoing Articles of Amendment of Arkansas Blue Cross and Blue shield, A Mutual Insurance Company, are true and correct to the best of my knowledge and belief, this 15th day of March, 2010.



Lee Douglass

SUBSCRIBED AND SWORN to before me, a Notary Public, this 15th day of March, 2010.



Notary Public

My Commission Expires:

July 5, 2010