

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		11/11/2010	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: 3			
Property Type	Number	Word Mark	
Registration Number:	2996173	E-APPOINT	
Registration Number:	2979731	PROTECTIVEREWARDS	
Registration Number:	2974318	PROTECTIVEVALUES	
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:	Christina J. Galus, Sutherland		
Address Line 1:	1275 Pennsylvania Ave., NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004-2415		
ATTORNEY DOCKET NUMBER:	68651-PROTECTIVERECORDAL		
NAME OF SUBMITTER:	Christina J. Galus		
Signature:	/Christina J. Galus/		

CH \$90.00 2996173

Date:

11/12/2010

Total Attachments: 2

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TRADEMARK ASSIGNMENT

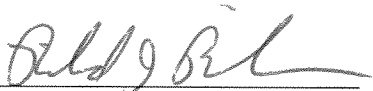
WHEREAS, Protective Life Corporation, a Delaware corporation having a principal place of business at 2801 Highway 280 South, Birmingham, Alabama 35223 (hereinafter "Assignor"), owns and uses the Marks listed on Schedule A (hereinafter "the Marks"), and has registered the Marks in the United States Patent and Trademark Office as indicated on said Schedule;

WHEREAS, Protective Life Insurance Company, a Tennessee corporation having a principal place of business at 2801 Highway 280 South, Birmingham, Alabama 35223 (hereinafter "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the Marks listed on Schedule A and the registrations therefor, together with the goodwill of the business connected with the Marks and which is symbolized by the Marks, 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 Marks and the registrations therefor, together with the goodwill of the business symbolized by the Marks, along with the right to recover from third parties damages and profits for past infringements thereof by such third parties.

THIS AGREEMENT IS EFFECTIVE AS OF November 11, 2010

PROTECTIVE LIFE CORPORATION

By: 
Name: Richard J. Bielen
Title: Chief Financial Officer
Date: November 11, 2010

State of Alabama)
County of Jefferson) ss.

Subscribed and sworn to before me this 11th day of November, 2010:


NOTARY PUBLIC
My commission expires: MY COMMISSION EXPIRES JUNE 23, 2012 (SEAL)

SCHEDULE A

<u>Mark</u>	<u>Reg. No.</u>
E-APPOINT	2996173
PROTECTIVERWARDS	2979731
PROTECTIVEVALUES	2974318