

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Premera Blue Cross		04/03/2012	CORPORATION: WASHINGTON

**RECEIVING PARTY DATA**

<b>Name:</b>	LifeWise Assurance Company
<b>Street Address:</b>	P. O. Box 327, Mail Stop 316
<b>City:</b>	Seattle
<b>State/Country:</b>	WASHINGTON
<b>Postal Code:</b>	98111-0327
<b>Entity Type:</b>	CORPORATION: WASHINGTON

**PROPERTY NUMBERS Total: 15**

Property Type	Number	Word Mark
Serial Number:	85091299	LIFEWISE
Serial Number:	85466879	LIFEWISE ASSURANCE COMPANY
Registration Number:	2349294	LIFEWISE
Registration Number:	2992590	LIFEWISE
Registration Number:	3096117	LIFEWISE ASSURANCE COMPANY
Registration Number:	3074753	LIFEWISE DENTAL CHARTER PLUS
Registration Number:	3074664	LIFEWISE DENTAL CLASSIC
Registration Number:	3074752	LIFEWISE DENTAL VANTAGE PLUS
Registration Number:	3074638	LIFEWISE ESSENTIALS
Registration Number:	3091226	LIFEWISE FUND PLANS
Registration Number:	2830568	
Registration Number:	3596543	LIFEWISE UNIVERSAL
Registration Number:	3545385	WISECHOICES
Registration Number:	3469699	WISEESSENTIALS

OP \$390.00 85091299

Registration Number:

3469698

WISESAVINGS

**CORRESPONDENCE DATA**

Fax Number: (206)224-0779

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 206-682-8100

Email: efilings@cojck.com

Correspondent Name: Jerald E. Nagae of Christensen O'Connor

Address Line 1: 1420 Fifth Avenue, Suite 2800

Address Line 4: Seattle, WASHINGTON 98101

ATTORNEY DOCKET NUMBER:

BLUE-5-14119

NAME OF SUBMITTER:

Jerald E. Nagae

Signature:

/Jerald E. Nagae/

Date:

04/03/2012

Total Attachments: 2

source=Signed US Assignment#page1.tif

source=Signed US Assignment#page2.tif

**ASSIGNMENT OF PENDING AND REGISTERED SERVICEMARKS**

WHEREAS, Premera Blue Cross, a Washington corporation, having the business address of P.O. Box 327, Mail Stop 316, Seattle, Washington 98111-0327 (hereinafter the "Assignor"), adopted and used the Servicemarks shown in the attached Exhibit A (the "Servicemarks"); and

WHEREAS, LifeWise Assurance Company, a Washington corporation, having the business address of P.O. Box 327, Mail Stop 316, Seattle, Washington 98111-0327 (hereinafter the "Assignee"), is desirous of acquiring said Servicemarks, any applications for, all registrations thereof, any common law or other rights associated therewith, and any past, present, or future claims or causes of action of any nature whatsoever;

NOW, THEREFORE, for sufficient, good, and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee its entire right and title to an interest in said Servicemarks and said applications and registrations, together with the goodwill of the business associated with the Servicemarks. Included with said sale, assignment, and transfer of the Servicemarks is the assignment and transfer of any and all past, present, and future claims or causes of action of any nature whatsoever, including without limitation the right to sue for infringement, dilution, or unfair competition related to the Servicemarks.

Executed at Mountlake Terrace, Washington, this 3rd day of April, 2012.

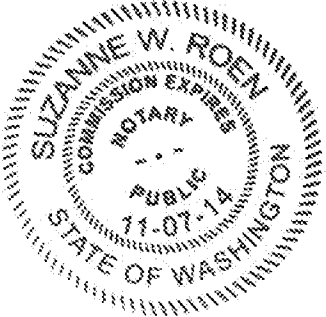
Premera Blue Cross

*(Signature)*  
By: Christopher Breunig  
Title: Assistant General Counsel

STATE OF WASHINGTON )  
 )  
COUNTY OF KING )

On this 3<sup>rd</sup> day of April, 2012, personally appeared before me, known to me to be the individual named above who executed the within and foregoing instrument, and acknowledged that he signed the same as his free and voluntary act and deed, for the uses and purposes therein mentioned.

*(Signature)*  
Notary Public  
My commission expires 11/7/14



LAW OFFICES OF  
CHRISTENSEN O'CONNOR JOHNSON  
KINDNESS  
1420 Fifth Avenue  
Suite 2800  
Seattle, Washington 98101  
. 206.682.8100

**TRADEMARK  
REEL: 004751 FRAME: 0197**

Exhibit A

Trademark	Registration/Application No.	Registration/Application Date
LIFEWISE	2349294	05/16/2000
LIFEWISE	85/091299	07/23/2010
LIFEWISE & Design	2992590	09/06/2005
LIFEWISE ASSURANCE COMPANY	3096117	05/23/2006
LIFEWISE ASSURANCE COMPANY	85/466879	11/08/2011
LIFEWISE DENTAL CHARTER PLUS	3074753	03/28/2006
LIFEWISE DENTAL CLASSIC	3074664	03/28/2006
LIFEWISE DENTAL VANTAGE PLUS	3074752	03/28/2006
LIFEWISE ESSENTIALS	3074638	03/28/2006
LIFEWISE FUND PLANS	3091226	05/09/2006
LIFEWISE Logo	2830568	04/06/2004
LIFEWISE UNIVERSAL	3596543	03/24/2009
WISECHOICES	3545385	12/09/2008
WISEESSENTIALS	3469699	07/15/2008
WISESAVING	3469698	07/15/2008

LAW OFFICES OF  
 CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>SM</sup>  
 1420 Fifth Avenue  
 Suite 2800  
 Seattle, Washington 98101  
 206.682.8100