

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
Name Rally, Inc.		04/11/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Humana Inc.		
Street Address:	500 West Main Street		
City:	Louisville		
State/Country:	KENTUCKY		
Postal Code:	40202		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4095539	LIVE LIFE FULLY	
CORRESPONDENCE DATA			
Fax Number:	5025803608		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	502-580-3608		
Email:	tveirs@humana.com		
Correspondent Name:	Kenneth T. Veirs		
Address Line 1:	500 West Main Street		
Address Line 4:	Louisville, KENTUCKY 40202		
ATTORNEY DOCKET NUMBER:	NAME RALLY TO HUMANA		
NAME OF SUBMITTER:	Sondra R Wojciak		
Signature:	/sondra r wojciak/		
Date:	04/17/2012		
Total Attachments: 1 source=Name Rally Inc. to Humana#page1.tif			

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TRADEMARK ASSIGNMENT

WHEREAS Name Rally, Inc., having a principal place of residence at 3520 Overland Ave., Suite A-161, Los Angeles, CA 90034 USA (hereinafter "Assignor") is the record owner of US Trademark Registration No. 4,095,539 for LIVE LIFE FULLY ("Trademark"); and


WHEREAS Assignee, Humana Inc., a Delaware corporation with its principal place of business located at 500 West Main Street, Louisville, Kentucky 40202 USA (hereinafter "Assignee") is desirous of acquiring all right, title and interest in and to the said Trademark, the goodwill symbolized thereby, the business associated therewith, which business is ongoing and existing.

NOW THEREFORE IT IS AGREED AS FOLLOWS:

For good and valuable consideration, the receipt and sufficiency whereof is hereby mutually acknowledged, Assignor hereby sells, assigns, transfers and conveys unto said Assignee, its successors and assigns, the entire right, title and interest in and to the Trademark, the goodwill symbolized thereby, the business associated therewith, which business is ongoing and existing, as well as the right to sue for past and present infringements thereof.



This agreement is effective as of April 11, 2012.

NAME RALLY, INC.

By: 
Matt Bransby, Principal

("Assignor")

HUMANA INC.

By: 
Title: VP & Associate General Counsel 

("Assignee")

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