

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
Colonial Penn Life Insurance Company		07/02/2012	CORPORATION: PENNSYLVANIA

RECEIVING PARTY DATA

Name:	CDOC, Inc.
Street Address:	1825 N. Pennsylvania Street
City:	Carmel
State/Country:	INDIANA
Postal Code:	46032
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Registration Number:	3963496	FAMILY PROTECTOR PROGRAM CARING FOR THOSE YOU LOVE
Registration Number:	3068096	THE FIRST STEP IN CARING ... COLONIAL PENN
Registration Number:	3356093	LIFECHOICE
Registration Number:	3170018	EARLY START LIFE
Registration Number:	3067911	LIFE PLAN 55 PLUS
Registration Number:	3903039	LIFECHOICES SERIES
Registration Number:	3958142	FAMILY PROTECTOR CARING FOR THOSE YOU LOVE.
Registration Number:	3381028	CHAMPIONSHIP LIFE
Registration Number:	3796012	FAMILY PROTECTOR
Registration Number:	1652586	
Registration Number:	1649683	GUARDING YOUR FUTURE
Registration Number:	1658504	COLONIAL PENN
Registration Number:	1509548	COLONIAL CARE

OP \$415.00 3963496

Registration Number:	1362432	COLONIAL PENN
Registration Number:	1087469	MATURE-CARE 65
Registration Number:	1021202	PRIME LIFE 50 PLUS

CORRESPONDENCE DATA

Fax Number: 2158518383

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

Phone: 215-851-8522

Email: rjacobsmeadway@eckertseamans.com

Correspondent Name: Roberta Jacobs-Meadway

Address Line 1: 2 Liberty Pl., 22nd Fl., 50 S. 16th St.

Address Line 2: Eckert Seamans Cherin & Mellott, LLC

Address Line 4: Philadelphia, PENNSYLVANIA 19102

NAME OF SUBMITTER:	Roberta Jacobs-Meadway
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Signature:	/Roberta Jacobs-Meadway/
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Date:	07/03/2012
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Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

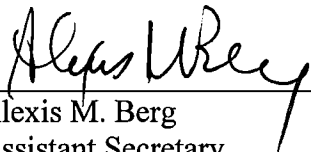
WHEREAS, Colonial Penn Life Insurance Company, a Pennsylvania corporation having an address of 399 Market Street, Philadelphia, PA 19106 (“Colonial Penn”), has used and is using in its business the trademarks listed on Schedule A hereto, and;

WHEREAS, CDOC, Inc., a Delaware corporation having an address of 11825 N. Pennsylvania Street, Carmel, Indiana 46032, is desirous of acquiring all right, title and interest in and to the said marks together with the goodwill of the business symbolized by the marks and the registrations thereof as set forth in Schedule A;

WHEREAS, it is desired that the assignment of said registrations be made of record in the United States Patent and Trademark Office;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, Colonial Penn Life Insurance Company hereby assigns to CDOC, Inc. all rights, title and interest in and to the said marks together with the goodwill of the business symbolized by the said marks and the registrations thereof as set forth in Schedule A.

Colonial Penn Life Insurance Company

By: 
Name: Alexis M. Berg
Title: Assistant Secretary

Dated: 7/2/2012

SCHEDULE A

Mark	Registration No.	Date Registered
FAMILY PROTECTOR PROGRAM CARING FOR THOSE YOU LOVE & Design	3,963,496	May 17, 2011
THE FIRST STEP IN CARING ... COLONIAL PENN	3,068,096	March 14, 2006
LIFECHOICE	3,356,093	December 18, 2007
EARLY START LIFE	3,170,018	November 7, 2006
LIFE PLAN 55 PLUS	3,067,911	March 14, 2006
LIFECHOICES SERIES	3,903,039	January 11, 2011
FAMILY PROTECTOR CARING FOR THOSE YOU LOVE & Design	3,958,142	May 10, 2011
CHAMPIONSHIP LIFE	3,381,028	February 12, 2008
FAMILY PROTECTOR	3,796,012	June 1, 2010
Colonial Man Design	1,652,586	July 30, 1991
GUARDING YOUR FUTURE	1,649,683	July 2, 1991
COLONIAL PENN & Design	1,658,504	September 24, 1991
COLONIAL CARE	1,509,548	October 18, 1988
COLONIAL PENN	1,362,432	September 24, 1985
MATURE-CARE 65	1,087,469	March 14, 1978
PRIME LIFE 50 PLUS	1,021,202	September 23, 1975