

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT			
NATURE OF CONVEYANCE:	Corrective Assignment to correct the entity type previously recorded on Reel 002768 Frame 0231. Assignor(s) hereby confirms the Trademark Assignment.			
CONVEYING PARTY DATA				
	Name	Formerly	Execution Date	Entity Type
	BlueCross BlueShield of Tennessee		01/14/2003	CORPORATION: TENNESSEE
RECEIVING PARTY DATA				
Name:	Blue Cross Blue Shield Association			
Street Address:	225 North Michigan Avenue			
City:	Chicago			
State/Country:	ILLINOIS			
Postal Code:	60601			
Entity Type:	Non-profit Corporation: ILLINOIS			
PROPERTY NUMBERS Total: 1				
	Property Type	Number	Word Mark	
	Registration Number:	2681673	THE BLUECROSS BOWL	
CORRESPONDENCE DATA				
Fax Number:	312297596			
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312-297-5677			
Email:	melissa.rotunno@bcbsa.com, zobeida.beal@bcbsa.com			
Correspondent Name:	Melissa Rotunno			
Address Line 1:	225 North Michigan Avenue			
Address Line 4:	Chicago, ILLINOIS 60601-7680			
ATTORNEY DOCKET NUMBER:	11430			
NAME OF SUBMITTER:	Melissa Rotunno			
Signature:	/Melissa Rotunno/			

Date:

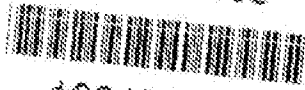
12/10/2012

Total Attachments: 2

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07-01-2003



Tab settings

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To the Honorable Commissioner of Patents and Trademarks, U.S. Patent and Trademark Office, Washington, D.C. 20231  
attached original documents or copy thereof.

1. Name of conveying party(ies):  
BlueCross BlueShield of Tennessee

6-23-03

Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation-State  
 Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)

Name: Blue Cross and Blue Shield Association  
Internal Address: \_\_\_\_\_  
Address: \_\_\_\_\_

Street Address: 225 N. Michigan Ave.  
City: Chicago State: IL Zip: 60601

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State \_\_\_\_\_  
 Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)  
Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_

Execution Date: January 14, 2003

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)  
76/127,508

Additional number(s) attached  Yes  No

B. Trademark Registration No.(s)

FINANCE SECTION  
NOV 10 2003

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Melissa Rotunno, Esq.  
Internal Address: \_\_\_\_\_

07/01/2003 BTOM11 00000009 502348 76127508  
01 FC:8521 40.00 00

Street Address: Blue Cross and Blue Shield Association  
225 N. Michigan Avenue

City: Chicago State: IL Zip: 60601

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) ..... \$ 40.00

Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
502348

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.  
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Melissa Rotunno, Esq. \_\_\_\_\_  
Name of Person Signing      Signature      Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

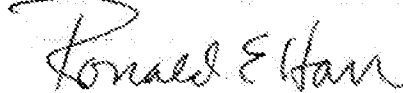
TRADEMARK ASSIGNMENT

WHEREAS, BlueCross BlueShield of Tennessee, a corporation organized and existing under the laws of Tennessee, with the principal place of business at 801 Pine Street, Chattanooga, Tennessee 37402 ("Assignor") has adopted, used, and filed U.S. Trademark Application No. 76/127,508 for the trademark "THE BLUE CROSS BOWL" ("Trademark") in International Class 35 and is the owner of the mark and goodwill associated therewith.

WHEREAS, Blue Cross and Blue Shield Association, a non-profit corporation organized and existing under the laws of Illinois, with the principal place of business at 676 North St. Clair Street, Chicago, ILLINOIS 60611 ("Assignee") is desirous of acquiring said trademark and goodwill associated therewith.

NOW THEREOF, for the sum of ONE DOLLAR (\$1.00) in hand paid from Assignee to Assignors, the receipt of which is hereby acknowledged by Assignors, Assignors by these presents do hereby sell, transfer, convey and assign unto said Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the mark, and all federal and state registrations and applications therefore in the United States of America, and the right to recover for any past infringements of said trademarks.

BlueCross BlueShield of Tennessee



By: Ronald E. Harr

Title: Vice-President of  
Communications

January 14, 2003  
Dated