

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
QBE Financial Institution Risk Services, Inc.	FORMERLY Sterling National Corporation	03/11/2013	CORPORATION: GEORGIA
RECEIVING PARTY DATA			
Name:	Senior Market Sales, Inc.		
Street Address:	8420 West Dodge Road		
City:	Omaha		
State/Country:	NEBRASKA		
Postal Code:	68114		
Entity Type:	CORPORATION: NEBRASKA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3835822	MEDICARE MARKETPLACE	
CORRESPONDENCE DATA			
Fax Number:	7037526201		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(703) 752-6276		
Email:	cecil@keyiplaw.com		
Correspondent Name:	Cecil E. Key		
Address Line 1:	1934 Old Gallows Road, Suite 350		
Address Line 4:	Vienna, VIRGINIA 22182		
ATTORNEY DOCKET NUMBER:	412.1		
NAME OF SUBMITTER:	Cecil E. Key		
Signature:	/Cecil E. Key/		

Date:

04/04/2013

Total Attachments: 2

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EXHIBIT 2

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is by and between QBE Financial Institution Risk Services, Inc. (formerly Sterling National Corporation) a Delaware corporation having a principal place of business at 210 Interstate North Parkway, Atlanta, GA 30339 ("Assignor"), and Senior Market Sales, Inc., a Nebraska corporation having a principal place of business at 8420 West Dodge Road, Omaha, NE 68114 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark MEDICARE MARKETPLACE, which mark is registered with the U.S. Patent and Trademark Office as U.S. Reg. No. 3,835,822, issued on August 17, 2010 for "promotion of financial and insurance services on behalf of third parties; computer services, namely, matching senior citizens with potential insurance professionals in the health, medical, and financial industries via a global computer network," in International Class 35, and for "insurance and financial information services; insurance services, namely, providing information and online computer databases for review of insurance policy terms, conditions and rates; insurance agencies in the field of health insurance," in International Class 36, including all rights under statutory or common law in the jurisdictions in which Assignor has used the mark (the "Trademark");

WHEREAS, the Trademark is the subject of an Asset Purchase Agreement dated March 11, 2013 by and through which Assignee is acquiring certain business assets in connection with which the Trademark has been used;

WHEREAS, Assignor desires to sell and Assignee desires to acquire all right, title and interest in and to the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

Assignor hereby sells, assigns, transfers and conveys to Assignee the entire right, title, interest in and to The Trademark in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with and symbolized by the Trademark (including, without limitation, the right to renew any registrations included in the Trademark, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademark, and any priority right that may arise from the Trademark), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made;

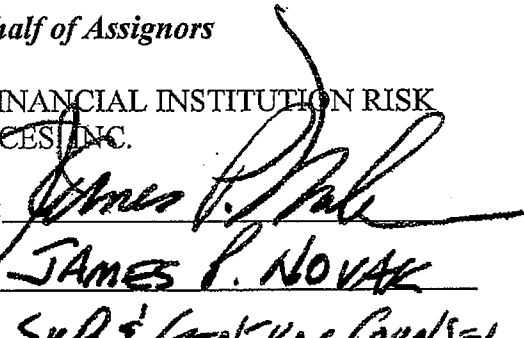
Assignor authorizes the duly authorized and empowered officials of the United States and any other applicable jurisdiction outside the United States, including the Commissioner of Trademarks of the United States, to record the transfer of any applicable registrations, including the registration for the Trademark, to Assignee as assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademark.

This Assignment may be executed by the parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, but all such counterparts taken together shall constitute one and the same instrument. Each counterpart may be delivered by facsimile or electronic transmission, which transmission shall be deemed delivery of an originally executed document.

IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment Agreement as of the date indicated below.

On Behalf of Assignors

QBE FINANCIAL INSTITUTION RISK SERVICES, INC.

Signed: 

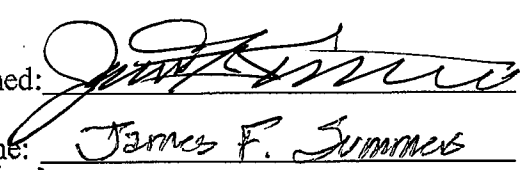
Name: JAMES P. NOVAK

Title: SVP & GENERAL COUNSEL

Date: MARCH 11, 2013

On Behalf of Assignee

SENIOR MARKET SALES, INC.

Signed: 

Name: JAMES F. SUMMERS

Title: President

Date: MARCH 11, 2013