

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 002905 Frame 0772. Assignor(s) hereby confirms the Trademark Assignment.		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BlueCross BlueShield of Tennessee		01/14/2004	CORPORATION: TENNESSEE
RECEIVING PARTY DATA			
Name:	Blue Cross and 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:	2785064	BLUE WIZARD	
CORRESPONDENCE DATA			
Fax Number:	3122975956		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	3122975677		
Email:	melissa.rotunno@bcbsa.com, zobeida.beal@bcbsa.com, Docket.USPTO@bcbsa.com		
Correspondent Name:	Melissa Rotunno		
Address Line 1:	225 North Michigan Avenue		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	10163		
NAME OF SUBMITTER:	Melissa Rotunno		
Signature:	/Melissa Rotunno/		

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TRADEMARK
REEL: 005029 FRAME: 0570

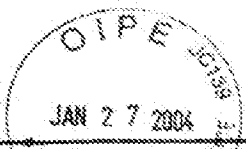
Date:

05/16/2013

Total Attachments: 2

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01-30-2004



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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

Form PTO-1594
(Rev. 10/02)
OMB No. 0651-0027 (exp. 03/30/2005)

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): 1.27.04
 BlueCross BlueShield of Tennessee
 801 Pine Street
 Chattanooga, Tennessee 37402

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: _____
 Street Address: 225 N. Michigan Avenue
 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, 2004

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
 B. Trademark Registration No.(s)
2,785,064

Additional number(s) attached Yes No

6. Total number of applications and registrations involved: 1

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Melissa Rotunno
 Internal Address: _____
 Street Address: 225 N. Michigan Avenue
 City: Chicago State: IL Zip: 60601

7. Total fee (37 CFR 3.41) \$ _____
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: _____
 (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 Melissa Rotunno 1/23/04
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 3

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

TRADEMARK ASSIGNMENT

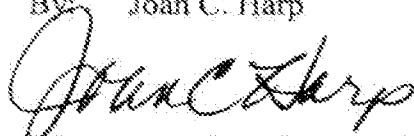
WHEREAS, BlueCross BlueShield of Tennessee, a corporation organized and existing under the laws of Tennessee, with the principal place of business at 801 Pine Street, Chattanooga, Tennessee 37402 ("Assignor") has adopted, used, and filed U.S. Trademark Application No. 78/139,855 for the trademark "BLUE WIZARD" ("Trademark") in International Class 42 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 225 N. Michigan Avenue, Chicago, Illinois 60601 ("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: Joan C. Harp



Title: Senior Vice-President and
Chief Marketing Officer

1-14-04

Date