

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
Excellus Health Plan, Inc.		08/08/2013	Not for Profit New York Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Genesee Region Home Care Association, Inc.		
Street Address:	3111 Winton Road South		
City:	Rochester		
State/Country:	NEW YORK		
Postal Code:	14623		
Entity Type:	Not for Profit New York Corporation: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86030215	LIFETIME CARE	
CORRESPONDENCE DATA			
Fax Number:	5854198813		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	585-419-8636		
Email:	harrisbeachip@harrisbeach.com		
Correspondent Name:	Neal L. Slifkin, Harris Beach PLLC		
Address Line 1:	99 Garnsey Road		
Address Line 4:	Pittsford, NEW YORK 14534		
ATTORNEY DOCKET NUMBER:	268270		
NAME OF SUBMITTER:	Neal L. Slifkin		
Signature:	/Neal L. Slifkin/		

CH \$40.00 86030215

Date:

08/12/2013

Total Attachments: 2

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Assignment of Trademarks

WHEREAS, Excellus Health Plan, Inc., a Not for Profit New York Corporation, having an address of 165 Court Street, Rochester, New York 14647 (hereinafter "Assignor") is the owner of United States trademarks, and the applications and registrations therefor, as identified on the attached Schedule A (hereinafter referred to as the "Marks" and the "Applications/Registrations"); and

WHEREAS, Genesee Region Home Care Association, Inc., a Not for Profit New York Corporation, having an address of 3111 Winton Road South, Rochester, New York 14623-2905 (hereinafter "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to said Marks and said Applications/Registrations therefor, together with the goodwill of the business in connection with which said Marks are used and which is symbolized by said Marks, along with the right to sue and recover for damages and profits for past infringements thereof.

NOW, THEREFORE, by good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to said Marks and the Applications/Registrations therefor for the United States, and throughout the world together with the goodwill of the business in connection with which said Marks are used and which is symbolized by said Marks, along with the right to sue and recover for damages and profits for past infringements thereof. [Assignor represents that Assignee is a successor to the portion of business of the Assignor to which the Marks pertain.]

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to said Marks and said Applications/Registrations in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor, which shall include, without limitation, execution of any forms, statements or other documents required by any trademark office relating to the Marks or the Applications/Registrations listed in Schedule A. Notwithstanding the foregoing, Assignee shall be exclusively responsible for any fees or payments to third parties arising from such efforts.

Excellus Health Plan, Inc.

Date: August 8, 2013

By: Stephen R. Sloan
Name: Stephen R. Sloan
Title: Exec. Vice President and
Chief Administrative Officer

SCHEDULE A

U.S. TRADEMARK APPLICATION:

Mark	Application No.
Lifetime Care	86/030,215