

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM323757

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Blue Cross and Blue Shield of Kansas City		11/19/2014	CORPORATION: MISSOURI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	New Directions Behavioral Health, L.L.C.		
<b>Street Address:</b>	8140 Ward Parkway, Suite 500		
<b>City:</b>	Kansas City		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	64114		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: MISSOURI		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3626704	NEW DIRECTIONS	
<b>Registration Number:</b>	3626705	NEW DIRECTIONS BEHAVIORAL HEALTH	
<b>Registration Number:</b>	3653840	MYEAP	
<b>Registration Number:</b>	3653841	YOUREAP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9132731882		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	913-234-7526		
<b>Email:</b>	lswain@polsinelli.com		
<b>Correspondent Name:</b>	Lawrence A. Swain		
<b>Address Line 1:</b>	6201 College Blvd., Suite 500		
<b>Address Line 4:</b>	Overland Park, KANSAS 66211		
<b>ATTORNEY DOCKET NUMBER:</b>	BLU001-272181		
<b>NAME OF SUBMITTER:</b>	Geneva Reimer		
<b>SIGNATURE:</b>	/Geneva Reimer/		
<b>DATE SIGNED:</b>	11/19/2014		
<b>Total Attachments: 1</b>			
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**ASSIGNMENT OF TRADEMARKS**

WHEREAS, Blue Cross and Blue Shield of Kansas City, a Missouri corporation, 2301 Main St., Kansas City, Missouri 64108, (the "Assignor"), has adopted, used, is using and owns the following trademarks (the "Marks"), which are now registered in the United States Patent and Trademark Office:

<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>DATE OF REGISTRATION</u>
NEW DIRECTIONS NEW DIRECTIONS BEHAVIORAL HEALTH	3,626,704 3,626,705	May 26, 2009 May 26, 2009
MYEAP	3,653,840	July 14, 2009
YOUREAP	3,653,841	July 14, 2009

WHEREAS, New Directions Behavioral Health, L.L.C., a Missouri limited liability company, 8140 Ward Parkway, Suite 500, Kansas City, Missouri 64114, (the "Assignee"), is desirous of acquiring the Marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns unto Assignee all of its right, title and interest in the United States in and to the Marks together with the goodwill of the business symbolized by the Marks, and the registrations thereof.

FURTHERMORE, Assignee hereby appoints Lawrence A. Swain, a member of the bar of the states of Kansas and Missouri, Ari M. Bai, Yu Cai, Corey M. Casey, Elton F. Dean, III, Brian B. Diekhoff, Derek D. Donahoe, Kate J. Doty, Gregory P. Durbin, Taryn A. Elliott, Robert O. Enyard, Jr., Jeffrey E. Fine, Eric R. Gray, Christopher L. Hines, Kimberly A. Honeycutt, Gary E. Hood, S. Wade Johnson, Jeffrey H. Kass, Kristin A. Kenney, J. Morgan Kirley, Anne L. Kleindienst, Gregory M. Kratofil, Jr., Carla M. Lee, Joshua M. McCaig, Michael P. Narducci, Tara A. Nealey, Gregory W. O'Connor, Jay E. Pietig, Andrea M. Porterfield, Rebecca C. Riley-Vargas, Marcia J. Rodgers, Kelley A. Schneiders, Teddy C. Scott, Matthew J. Smith, Timothy D. Steffens, James M. Stipek, Richard P. Stitt, Karin E. Sullivan, Lawrence A. Swain, Tracey S. Truitt, Tedd W. Van Buskirk, Michael A. Williamson, Spencer R. Wood, Patrick C. Woolley and David M. Zamora of Polsinelli PC., 6201 College Boulevard, Suite 500, Overland Park, KS 66211, to prosecute this assignment, with full power of substitution and revocation, and to transact all business in the Patent and Trademark Office in connection therewith.

**ASSIGNOR:**

**BLUE CROSS AND BLUE SHIELD OF  
KANSAS CITY**

By *Rick Kastner*  
Name *Rick Kastner*  
Title *General Counsel and Corp. Secretary*  
Date *11/19/2014*

**ASSIGNEE:**

**NEW DIRECTIONS BEHAVIORAL  
HEALTH, L.L.C.**

By *Noreen M. Vergara*  
Name *Noreen M. Vergara*  
Title *VP, General Counsel*  
Date *11/19/2014*