

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM329882

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Family Heritage Life Insurance Company		01/07/2015	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Torchmark Corporation		
Street Address:	3700 S. Stonebridge Drive		
City:	McKinney		
State/Country:	TEXAS		
Postal Code:	75070		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86233700	FAMILY HERITAGE A TORCHMARK COMPANY	
CORRESPONDENCE DATA			
Fax Number:	4052287302		
<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>			
Phone:	405-552-2302		
Email:	cliff.dougherty@mcafeetaft.com		
Correspondent Name:	Clifford C. Dougherty, III		
Address Line 1:	211 N. Robinson		
Address Line 2:	10th Floor, Two Leadership Square		
Address Line 4:	Oklahoma City, OKLAHOMA 73102		
ATTORNEY DOCKET NUMBER:	28291.32		
NAME OF SUBMITTER:	Clifford C. Dougherty, III		
SIGNATURE:	/CCD,III/		
DATE SIGNED:	01/23/2015		
Total Attachments: 1			
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CH \$40.00 86233700

ASSIGNMENT OF TRADEMARK

WHEREAS, Family Heritage Life Insurance Company, an Ohio corporation having a business address of 3700 S. Stonebridge Drive, McKinney, Texas 75070, is the owner of all right, title and interest in and to the trademark FAMILY HERITAGE A TORCHMARK COMPANY and trademark registration application Serial No. 86/233,700, filed March 27, 2014;

WHEREAS, Torchmark Corporation, a Delaware corporation having a business address of 3700 S. Stonebridge Drive, McKinney, Texas 75070, desires to acquire all of Family Heritage Life Insurance Company's right, title and interest in and to the trademark FAMILY HERITAGE A TORCHMARK COMPANY and the registration application therefor, together with the goodwill of the business connected with the use of and symbolized by the trademark;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Family Heritage Life Insurance Company hereby sells, assigns, transfers and conveys to Torchmark Corporation all of its right, title and interest in and to the trademark FAMILY HERITAGE A TORCHMARK COMPANY and the registration application therefor, together with the goodwill of the business connected with the use of and symbolized by the trademark.

Signed at McKinney, Texas effective the 7th day of January, 2015.

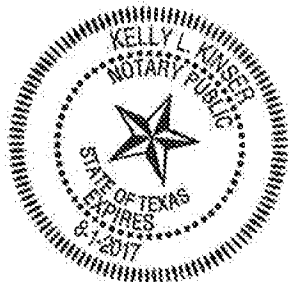
Family Heritage Life Insurance Company

By: [Signature]
Name: JOEL SCARBOROUGH
Title: VICE PRESIDENT

STATE OF TEXAS)
) ss:
COUNTY OF COLLIN)

This instrument was acknowledged before me on January 7th, 2015, by Joel Scarborough as Vice President of Family Heritage Life Insurance Company, an Ohio corporation.

(Seal)



[Signature]
Notary Public
My Commission Expires: 08-01-17
Commission # NA