

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM367101

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Notice of Grant of Security Interest in Trademarks		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Life and Specialty Ventures, L.L.C.		12/18/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Regions Bank, as Lender		
Street Address:	1180 West Peachtree Street, Suite 1400		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30309		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4530426	LIFE ELEMENTS	
Registration Number:	4437502	LIFE LESS COMPLICATED	
Registration Number:	4247720	LIFE & SPECIALTY VENTURES	
Serial Number:	86670959	SERVICE AS IT SHOULD BE	
CORRESPONDENCE DATA			
Fax Number:	9192868199		
<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:	919 286-8000		
Email:	PTO_TMconfirmation@mvalaw.com		
Correspondent Name:	MOORE & VAN ALLEN PLLC		
Address Line 1:	3015 CARRINGTON MILL BOULEVARD		
Address Line 2:	SUITE 400		
Address Line 4:	MORRISVILLE, NORTH CAROLINA 27560		
ATTORNEY DOCKET NUMBER:	029925.192		
NAME OF SUBMITTER:	John E. Slaughter, III		
SIGNATURE:	/jes/		
DATE SIGNED:	12/28/2015		
Total Attachments: 4			

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NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Pledge and Security Agreement dated as of December 18, 2015 (as the same may be amended, modified, extended or restated from time to time, the "Agreement") by and among the Obligors party thereto (each an "Obligor" and collectively, the "Obligors") and Regions Bank (the "Lender"), the undersigned Obligor has granted a continuing security interest in, and a right to set off against, any and all right, title and interest of such Obligor in and to the trademarks and trademark applications set forth on Schedule 1 hereto to the Lender.

The undersigned Obligor and the Lender hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

[signature pages follow]

Very truly yours,

LIFE AND SPECIALTY VENTURES, L.L.C.,
a Delaware limited liability company, as Obligor

By: Mark Langston
Name: Mark Langston
Title: EVP + CFO

Life and Specialty Ventures, L.L.C.
17500 Chenal Parkway, Suite 500
Little Rock, AR 72223

Attention: Chief Financial Officer
With copy to : Legal Department
Telephone: (501) 212-8867
Facsimile: (501) 235-8484
E-mail: Mark.Langston@USABLELife.com
E-mail: wcreasman@lsvusa.com

Acknowledged and Accepted:

REGIONS BANK, as Lender

By: 

Name: Peter Wesemeier

Title: Managing Director

Regions Bank

Financial Services Group

1180 W. Peachtree Street NW, Suite 1400

Atlanta, GA 30309

Attention: Peter Wesemeier

Telephone: (404) 995-7646

Facsimile: None

E-mail: peter.wesemeier@regions.com

Copy to: Jeff Nicolosi

Telephone: (404) 279-7471

Facsimile: None

Email: jeff.nicolosi@regions.com

Schedule 1

**Life and Specialty Ventures, L.L.C.
(Delaware Limited Liability Company)**

U.S. Trademarks

Registered Marks

Mark	Reg. No.	Reg. Date
LIFE ELEMENTS	4530426	05/13/14
LIFE LESS COMPLICATED	4437502	11/19/13
LIFE & SPECIALTY VENTURES	4247720	11/20/12

Pending Application

Mark	Appl. No.	Filing Date
SERVICE AS IT SHOULD BE ¹	86670959	06/23/15

¹ The owner is withdrawing this mark. The application will not be prosecuted.