

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM376072

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Assurant, Inc.		03/01/2016	Corporation: DELAWARE
Union Security Insurance Company		03/01/2016	Company: KANSAS

RECEIVING PARTY DATA

Name:	Sun Life Assurance Company of Canada
Street Address:	150 King Street West
Internal Address:	Suite 1400
City:	Toronto, Ontario
State/Country:	CANADA
Postal Code:	M5H 1J9
Entity Type:	Corporation: CANADA

PROPERTY NUMBERS Total: 47

Property Type	Number	Word Mark
Registration Number:	4783610	ACA COMPLEMENT OPTION
Registration Number:	3309021	ASSURABILITY CLAIMS SYSTEM
Registration Number:	2887134	BRITE SOLUTIONS
Registration Number:	3403373	CALIFORNIA UDC PREPAID SERIES
Registration Number:	3061283	DCP
Registration Number:	2305158	DENTAL HEALTH ALLIANCE
Registration Number:	2976880	DENTAL SOLUTIONS
Registration Number:	2363506	DHA
Registration Number:	2310215	DHA DENTAL HEALTH ALLIANCE, L.L.C.
Registration Number:	2398309	DHA PERSONAL FEE PROFILE
Registration Number:	3009208	EDUCATOR BENEFITS SOLUTIONS
Registration Number:	3195105	ESSENTIALASSIST
Registration Number:	3202799	ESSENTIALASSIST PLUS
Registration Number:	3722316	FAMILY SHARE MAX
Registration Number:	2782832	FREEDOM ADVANCE
Registration Number:	2776573	FREEDOM BASIC
Registration Number:	2787268	FREEDOM PREFERRED

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	2803196	FREEDOM SCHEDULE
Registration Number:	2784829	FREEDOM SOLUTIONS
Registration Number:	4837699	FULLSCOPE
Registration Number:	2894827	HEALTHYSOLUTIONS
Registration Number:	2505365	LEGEND SERIES
Registration Number:	3224926	LIFETIME OF SMILES
Registration Number:	3725523	MANAGED DISABILITY SOLUTIONS
Registration Number:	2117612	MANAGED DISABILITY SOLUTIONS
Registration Number:	2901075	PEAK
Registration Number:	3043116	PINNACLE
Registration Number:	3272823	PPO CHOICE + A DENTAL BENEFIT PLAN
Registration Number:	2805512	PREMIER DENTAL SOLUTIONS
Registration Number:	3862647	PREVENTIVE MAX WAIVER
Registration Number:	4875750	PROJECT PERSEVERANCE
Registration Number:	4863318	PROJECT PERSEVERANCE
Registration Number:	2205613	PROVIDERFUND
Registration Number:	2805511	SELECT DENTAL SOLUTIONS
Registration Number:	4187753	SELECTMYBENEFITS
Registration Number:	2892960	SENSIBLE DENTAL PLUS SOLUTIONS
Registration Number:	2805510	SENSIBLE DENTAL SOLUTIONS
Registration Number:	3181289	SIMPLE BENEFITS SOLUTIONS
Registration Number:	4765693	SOLIDIFY
Registration Number:	4399456	SOLIDIFY HR
Registration Number:	4399595	SOLIDIFY HR
Registration Number:	4187754	SOLIDIFY SOFTWARE
Registration Number:	2666471	SUMMIT
Registration Number:	3314040	VOLUNTARY DISABILITY SPECTRUM
Registration Number:	2065928	WILLRETURN
Registration Number:	2210905	WILLRETURN COUNCIL
Registration Number:	3655587	XTREME PERFORMANCE TRAINING

CORRESPONDENCE DATA

Fax Number: 6176468646

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.

Phone: 6176468000

Email: drwtrademarks@wolfgreenfield.com

Correspondent Name: Douglas R. Wolf

Address Line 1: 600 Atlantic Avenue

Address Line 2: Wolf, Greenfield & Sacks, P.C.

TRADEMARK

REEL: 005748 FRAME: 0150

Address Line 4:	Boston, MASSACHUSETTS 02210
ATTORNEY DOCKET NUMBER:	S1410.40000US00
DOMESTIC REPRESENTATIVE	
Name:	Douglas R. Wolf
Address Line 1:	600 Atlantic Avenue
Address Line 2:	Wolf, Greenfield & Sacks
Address Line 4:	Boston, MASSACHUSETTS 02210
NAME OF SUBMITTER:	Douglas R. Wolf
SIGNATURE:	/drw/
DATE SIGNED:	03/09/2016
Total Attachments: 11 source=IPALA (Executed)#page1.tif source=IPALA (Executed)#page2.tif source=IPALA (Executed)#page3.tif source=IPALA (Executed)#page4.tif source=IPALA (Executed)#page5.tif source=IPALA (Executed)#page6.tif source=IPALA (Executed)#page7.tif source=IPALA (Executed)#page8.tif source=IPALA (Executed)#page9.tif source=IPALA (Executed)#page10.tif source=IPALA (Executed)#page11.tif	

INTELLECTUAL PROPERTY ASSIGNMENT AND LICENSE AGREEMENT


THIS INTELLECTUAL PROPERTY ASSIGNMENT AND LICENSE AGREEMENT (this "Agreement"), dated as of March 1, 2016 is by and between Assurant, Inc., a Delaware corporation, ("Assurant") and Union Security Insurance Company, a company organized under the laws of Kansas ("USIC") (collectively "Assignors") and Sun Life Assurance Company of Canada, a stock life insurance company organized under the Insurance Companies Act (Canada) ("Assignee").

RECITALS

WHEREAS, Assurant and Assignee have entered into a Master Transaction Agreement, dated as of September 9, 2015 (the "MTA"), whereby Assignee will, among other things, acquire the Business and certain assets of the Assignors;

WHEREAS, Assignors own all right, title and interest in and to the Intellectual Property set forth on Schedule A attached hereto and all other Transferred Intellectual Property (collectively, the "IP Assets");

WHEREAS, Assignors wish to assign to Assignee, and Assignee wishes to accept, the assignment of the IP Assets as provided in this Agreement; and



NOW, THEREFORE, in consideration of the premises and the mutual covenants and agreements herein contained and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto hereby agree as follows:

Section 1. Definitions. Capitalized terms used but not otherwise defined herein shall be used as defined in the MTA.

Section 2. Assignment.

(a) Assignors hereby grant, sell, assign, convey, transfer and deliver to Assignee, its successors and assigns forever, without any restrictions, limitations or reservations and free and clear of all Liens, all right, title and interest in and to the IP Assets throughout the world, as fully and entirely as the same would have been held and enjoyed by Assignors had this assignment not been made, including: (i) any and all rights or priority thereto and renewals thereof as may now or hereafter be granted to them by law, (ii) all goodwill related thereto, (iii) all rights to sue, counterclaim and recover damages and profits and all other remedies for claims of past, present and future infringement or misappropriation thereof, and (iv) all income, royalties, damages, and payments now or hereafter due or payable with respect to the IP Assets.

(b) Assignors hereby agree to, and shall cause their Affiliates to, execute such documents and other papers and perform such further acts as may be reasonably requested by Assignee to register, enforce, maintain or otherwise give full effect to and perfect the rights of

Assignee under this Assignment, including all documents necessary to register in the name of Assignee the assignment of the IP Assets with the United States Patent & Trademark Office, the United States Copyright Office, or with any other appropriate foreign or international office or registrar. With respect to any domain names that are included in the IP Assets and Registered in the name of Assignors or their respective Affiliates (other than the Transferred Companies), Assignors shall (i) promptly arrange with the applicable domain name registrars for the transfer to Assignee of the registrations of such domain names, (ii) maintain and renew all of such registrations at Assignee's expense until the time of such transfer; and (iii) maintain, until the time of such transfer, the websites located at such domain names.

[REDACTED]

Section 4. Ownership. Assignors, on behalf of themselves and their respective Affiliates and permitted assigns, hereby acknowledge and agree that they shall not at any time file any application to register, or otherwise claim ownership of, or challenge Assignee's ownership of, anywhere in the world, the IP Assets. Nothing in this Section 4 shall be construed to prohibit Assignors from exercising their rights under Applicable Law with respect to the Intellectual Property owned by them (as of the date hereof or in the future).

Section 5. Successors. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and permitted assigns.

[REDACTED]

[REDACTED]

[REDACTED]

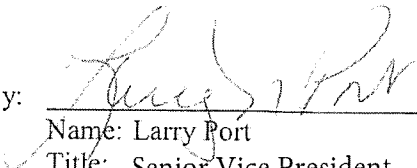
[REDACTED]

[REDACTED]

Section 9. Counterparts. This Agreement may be executed in one or more counterparts, each of which shall be deemed an original and all of which together shall constitute one and the same instruments.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed as of the day and year first above written.

Assurant, Inc.

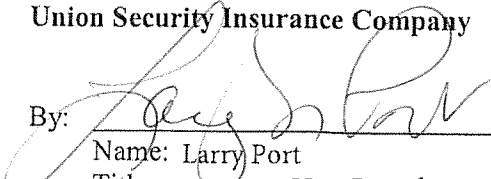
By: 
Name: Larry Port
Title: Senior Vice President

Sun Life Assurance Company of Canada

By: _____
Name:
Title:

By: _____
Name:
Title:

Union Security Insurance Company

By: 
Name: Larry Port
Title: Assistant Vice President

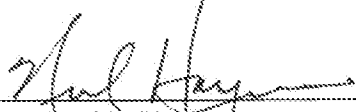
[Signature Page to the Intellectual Property Assignment and License Agreement]

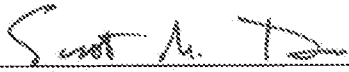
IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed as of the day and year first above written.

Assurant, Inc.

By: _____
Name: Larry Port
Title:

Sun Life Assurance Company of Canada

By:  _____
Name: Neil L. Haynes
Title: Senior Vice-President and Chief Financial Officer, SLF U.S.

By:  _____
Name: Scott M. Davis
Title: Senior Vice-President and General Counsel, SLF U.S.

Union Security Insurance Company

By: _____
Name:
Title:

[Signature Page to the Intellectual Property Assignment and License Agreement]

SCHEDULE A

IP Assets

[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

2. Registered Trademarks

Mark	Goods & Services	Country	Appl. No. Appl. Date	Reg. No. Reg. Date	Status	Owner
ACA COMPLEMENT OPTION	Administration of preferred provider plans in the field of dental health; dental health insurance underwriting and administration, in Class 36.	U.S.	86/140,522 12/11/2013	4,783,610 07/28/2015	Registered	Assurant, Inc.
ASSURABILITY CLAIMS SYSTEM	Insurance claims administration, namely, claims management for disability income claims and disability claim rehabilitation management, in class 36.	U.S.	78/741,390 10/27/2005	3,309,021 10/9/2007	Registered	Assurant, Inc.
BRITTE SOLUTIONS	Underwriting and administration of dental insurance, in Class 36.	U.S.	76/428,745 07/09/2002	2,887,134 09/21/2004	Renewed	Assurant, Inc.
CALIFORNIA UDC PREPAID SERIES	Underwriting and administration of dental insurance, in Class 36.	U.S.	78/840,257 03/17/2006	3,403,373 03/25/2008	Registered	Assurant, Inc.

Mark	Goods & Services	Country	Appl. No.	Reg. No.	Status	Owner
DCP	Insurance services, namely, claims administration and processing.	U.S.	76/289,588 07/24/2001	3,061,283 2/21/2006	Registered	Assurant, Inc.
DENTAL HEALTH ALLIANCE	Dental referral services, in Class 35.; Providing dental information, in Class 42.	U.S.	75/354,937 09/11/1997	2,305,158 01/04/2000	Renewed	Assurant, Inc.
DENTAL SOLUTIONS	Underwriting and administration of dental insurance, in Class 36.	U.S.	76/379,915 03/07/2002	2,976,880 07/26/2005	Registered	Assurant, Inc.
DHA	Dental referral services, in Class 35.; Providing dental information, in Class 42.	U.S.	75/305,064 06/09/1997	2,363,506 07/04/2000	Renewed	Assurant, Inc.
DHA DENTAL HEALTH ALLIANCE, L.L.C. & Design DHA <small>REGISTERED TRADEMARK</small>	Dental referral services, in Class 35.; Providing dental information, in Class 42.	U.S.	75/305,148 06/09/1997	2,310,215 01/25/2000	Renewed	Assurant, Inc.
DHA PERSONAL FEE PROFILE	Insurance services, namely, administration of preferred provider plans in the field of dental insurance, organizing preferred provider programs in the field of dental insurance, in Class 36.	U.S.	75/421,439 01/22/1998	2,398,309 10/24/2000	Renewed	Assurant, Inc.
EDUCATOR BENEFITS SOLUTIONS	Underwriting and administration of insurance, namely, life insurance, health insurance, accident insurance, disability insurance, critical illness insurance, vision insurance, dental insurance, and travel accident insurance, in Class 36.	U.S.	76/554,344 10/08/2003	3,009,208 10/25/2005	Registered	Assurant, Inc.
ESSENTIALASSIST	Providing referrals to coaching and counseling services in connection with job performance, family problems, personal health, mental health, substance abuse, personal finance and personal legal matters, in Class 35; Administration of employee benefit plans providing benefits to employees in connection with coaching and counseling services relating to job performance, family problems, personal health, mental health, substance abuse, personal finance and personal legal matters, in Class 36.	U.S.	78/609,966 04/15/2005	3,195,105 01/02/2007	Registered	Assurant, Inc.
ESSENTIALASSIST PLUS	Providing referrals to coaching and counseling services in connection with job performance, family problems, personal health, mental health, substance abuse, personal finance and personal legal matters, in Class 35.; Administration of employee benefit plans providing benefits to employees in connection with coaching and counseling services relating to job performance, family problems, personal health, mental health, substance abuse, personal finance and personal legal	U.S.	78/610,162 04/15/2005	3,202,799 01/23/2007	Registered	Assurant, Inc.

Mark	Goods & Services	Country	Appl. No.	Reg. No.	Status	Owner
	matters, in Class 36.					
FAMILY SHARE MAX	Underwriting and administration of dental insurance, in Class 36.	U.S.	77/754,275 06/08/2009	3,722,316 12/08/2009	Registered	Assurant, Inc.
FREEDOM ADVANCE	Underwriting and administration of dental insurance, in Class 36.	U.S.	76/379,833 03/07/2002	2,782,832 11/11/2003	Renewed	Assurant, Inc.
FREEDOM BASIC	Underwriting and administration of dental insurance, in Class 36.	U.S.	76/379,914 03/07/2002	2,776,573 10/21/2003	Renewed	Assurant, Inc.
FREEDOM PREFERRED	Underwriting and administration of dental insurance, in Class 36.	U.S.	76/379,836 03/07/2002	2,787,268 11/25/2003	Renewed	Assurant, Inc.
FREEDOM SCHEDULE	Underwriting and administration of dental insurance, in Class 36.	U.S.	76/380,320 03/07/2002	2,803,196 01/06/2004	Renewed	Assurant, Inc.
FREEDOM SOLUTIONS	Underwriting and administration of dental insurance, in Class 36.	U.S.	76/379,939 03/07/2002	2,784,829 11/18/2003	Renewed	Assurant, Inc.
FullScope	Third party administration and administration of employee benefit plans concerning group ancillary and voluntary insurance products in the fields of individual and group short and long term disability insurance, life insurance including universal life, individual term life and group voluntary term life, supplemental health insurance, namely, critical illness, accident, cancer, GAP, hospital indemnity, voluntary dental and long term care, in Class 36.; Providing an online, secured-access, members only website featuring technology that gives member employees and groups access to employee information, payroll deductions, elections changes and billing reconciliation in the field of group ancillary and voluntary insurance products in the fields of individual and group short and long term disability insurance, life insurance including universal life, individual term life and group voluntary term life, supplemental health insurance, namely, critical illness, accident, cancer, GAP, hospital indemnity, voluntary dental and long term care, in international, in Class 42.	U.S.	86/305,578 06/10/2014	4,837,699 10/20/2015	Registered	Assurant, Inc.
HEALTHYSOLUTIONS	Providing and administering a discount program enabling participants to obtain discounts on the purchase of eyeglasses and eye care services, nurse hotline services, counseling services, retail and mail order pharmacy services, chiropractic services and travel assistance, through use of a membership	U.S.	76/544,885 09/05/2003	2,894,827 10/19/2004	Renewed	Assurant, Inc.

Mark	Goods & Services	Country	Appl. No.	Reg. No.	Status	Owner
	card, in Class 35.					
LEGEND SERIES	Underwriting insurance for prepaid dental plans, in Class 36.	U.S.	75/848,493 11/15/1999	2,505,365 11/06/2001	Renewed	Assurant, Inc.
LIFETIME OF SMILES	Underwriting and administration of dental insurance, in Class 36.	U.S.	78/891,601 05/24/2006	3,224,926 04/03/2007	Registered	Assurant, Inc.
MANAGED DISABILITY SOLUTIONS	Insurance services, namely, long-term disability insurance, in Class 36.	U.S.	77/746,423 05/28/2009	3,725,523 12/15/2009	Registered	Assurant, Inc.
MANAGED DISABILITY SOLUTIONS	Insurance services, namely, long-term disability plan, in Class 36.	U.S.	75/142,500 07/30/1996	2,117,612 12/02/1997	Renewed	Assurant, Inc.
PEAK	Underwriting and administration of dental insurance, in Class 36.	U.S.	76/386,687 03/25/2002	2,901,075 11/09/2004	Renewed	Assurant, Inc.
PINNACLE	Underwriting and administration of dental insurance, in Class 36.	U.S.	76/386,688 03/25/2002	3,043,116 01/17/2006	Registered	Assurant, Inc.
PPO CHOICE + A DENTAL BENEFIT PLAN	Underwriting and administration of dental insurance, in Class 36.	U.S.	78/555,577 12/20/2004	3,272,823 07/31/2007	Registered	Assurant, Inc.
PREMIER DENTAL SOLUTIONS	Underwriting and administration of dental insurance, in Class 36.	U.S.	76/379,932 03/07/2002	2,805,512 01/13/2004	Renewed	Assurant, Inc.
PREVENTIVE MAX WAIVER	Dental insurance services, in Class 36.	U.S.	77/795,580 08/03/2009	3,862,647 10/19/2010	Registered	Assurant, Inc.
PROJECT PERSEVERANCE	Arranging and conducting incentive award programs designed to reward program participants who have been gravely ill or injured and to inspire and support them for engaging in health-promoting activities, in Class 41.	U.S.	86/650819 12/10/2014	4,875,750 12/22/2015	Pending	Assurant, Inc.
PROJECT PERSEVERANCE	Charitable grant-making, namely, providing grants to non-profit organizations chosen by program participants who have overcome challenges posed by grave illness or injury, in Class 36.	U.S.	86/650819 06/03/2015	4,863,318 12/01/2015	Registered	Assurant, Inc.
PROVIDERFUND	Banking services in the nature of a personal checking account for the beneficiary of a life insurance policy, in Class 36.	U.S.	75/370,305 10/08/1997	2,205,613 11/24/1998	Renewed	Assurant, Inc.
SELECT DENTAL SOLUTIONS	Underwriting and administration of dental insurance, in Class 36.	U.S.	76/379,911 03/07/2002	2,805,511 01/13/2004	Renewed	Assurant, Inc.
SELECTMYBENEFITS	Computer software for administration, enrollment, billing, coordination and communication of employee benefit programs, in Class 9.; Providing online non-downloadable software for administration, enrollment, billing, coordination	U.S.	85/313,879 05/05/2011	4,187,753 08/07/2012	Registered	Assurant, Inc.

Mark	Goods & Services	Country	Appl. No.	Reg. No.	Status	Owner
	and communication of employee benefit programs, in Class 42.					
SENSIBLE DENTAL PLUS SOLUTIONS	Underwriting and administration of dental insurance, in Class 36.	U.S.	76/551,715 09/25/2003	2,892,960 10/12/2004	Renewed	Assurant, Inc.
SENSIBLE DENTAL SOLUTIONS	Underwriting and administration of dental insurance, in Class 36.	U.S.	76/379,837 03/07/2002	2,805,510 01/13/2004	Renewed	Assurant, Inc.
SIMPLE BENEFITS SOLUTIONS	Underwriting and administration of life and disability insurance, in Class 36.	U.S.	76/484,589 01/23/2003	3,181,289 12/05/2006	Registered	Assurant, Inc.
SOLIDIFY	Downloadable computer software for use by benefits brokers and employers for administering employee benefits at the workplace, in Class 9.	U.S.	86/257,660 04/21/2014	4,765,693 06/30/2015	Registered	Assurant, Inc.
SOLIDIFY HR	Downloadable computer software for use by benefits brokers and employers for administering employee benefits at the workplace, in Class 9.	U.S.	85/832,969 01/25/2013	4,399,456 09/10/2013	Registered	Assurant, Inc.
SOLIDIFY HR & Design	Downloadable computer software for use by benefits brokers and employers for administering employee benefits at the workplace, in Class 9.	U.S.	85/836,229 01/30/2013	4,399,595 09/10/2013	Registered	Assurant, Inc.
SOLIDIFY SOFTWARE	Design and development of computer software and mobile software applications; Maintenance of computer software and mobile software applications; Technical support services, namely, troubleshooting of computer software and mobile application software problems; Design and creating websites for others; Design and maintenance of websites for others; Technical support services, namely, installation, administration and troubleshooting of web and mobile applications, in Class 42.	U.S.	85/313,881 05/05/2011	4,187,754 08/07/2012	Registered	Assurant, Inc.
SUMMIT	Insurance services, namely, underwriting dental insurance, in Class 36.	U.S.	76/386,689 03/25/2002	2,666,471 12/24/2002	Renewed	Assurant, Inc.
VOLUNTARY DISABILITY SPECTRUM	Underwriting and administration of disability insurance, in Class 36.	U.S.	78/760,166 11/23/2005	3,314,040 10/16/2007	Registered	Assurant, Inc.
WILLRETURN	Insurance claims administration, namely identifying and classifying future disability claimants according to their likelihood of returning to work by a certain time period, in Class 36.	U.S.	75/040,619 01/05/1996	2,065,928 05/27/1997	Renewed	Assurant, Inc.

