

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM388770

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ACCORDIA LIFE AND ANNUITY COMPANY		06/14/2016	LIFE INSURANCE COMPANY:
RECEIVING PARTY DATA			
Name:	Global Atlantic Financial Company		
Street Address:	132 Turnpike Road		
Internal Address:	Suite 210		
City:	Southborough		
State/Country:	MASSACHUSETTS		
Postal Code:	01772		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3492458	WELLNESS FOR LIFE	
Registration Number:	3911899	WELLNESS FOR LIFE REWARDS	
CORRESPONDENCE DATA			
Fax Number:	3172371000		
<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:	317-237-1180		
Email:	tmindy@faegrebd.com,ashley.moore@faegrebd.com		
Correspondent Name:	Amie Peele Carter		
Address Line 1:	300 N. Meridian Street		
Address Line 2:	Suite 2700		
Address Line 4:	Indianapolis, INDIANA 46204		
NAME OF SUBMITTER:	Amie Peele Carter		
SIGNATURE:	/amiepeeecarter/		
DATE SIGNED:	06/21/2016		
Total Attachments: 2			
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Trademark Assignment

THIS TRADEMARK ASSIGNMENT ("Assignment") is by and between Accordia Life and Annuity Company, a life insurance corporation of Iowa, with a business address of 215 10th Street, Suite 100, Des Moines, Iowa 50309 ("ASSIGNOR"), and Global Atlantic Financial Company, a Delaware corporation, with a business address of 132 Turnpike Road, Southborough, Massachusetts 01772 ("ASSIGNEE").

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR hereby states as follows:

ASSIGNOR owns the trademarks, and the goodwill of the business symbolized thereby, and associated applications and registrations identified on Exhibit A, which is attached and incorporated herein by reference (the "MARKS").

ASSIGNOR wishes to convey all of ASSIGNOR'S worldwide right, title and interest in and to the MARKS to ASSIGNEE.

ASSIGNOR hereby assigns all right, title and interest in and to the MARKS, together with the goodwill of the business symbolized by the MARKS, to ASSIGNEE. ASSIGNOR shall provide lawful testimony and reasonable assistance and execute any and all documents necessary for ASSIGNEE to perfect, maintain and enforce its rights in the MARKS and the registrations therefor.

This assignment shall be effective worldwide.

Executed this 14th day of June, 2016.

ACCORDIA LIFE AND ANNUITY
COMPANY (ASSIGNOR)

By: [Signature]

Name: Virginia H. Johnson

Title: SVP, Associate General Counsel
& Asst. Secretary

GLOBAL ATLANTIC FINANCIAL
COMPANY (ASSIGNEE)

By: [Signature]

Name: Lori Laforge

Title: SVP, Chief Marketing Officer

EXHIBIT A

Mark	Registration No.	Case Reference
WELLNESS FOR LIFE	3,492,458	FFSI-T0200E
WELLNESS FOR LIFE REWARDS	3,911,899	FFSI-T0201E

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