

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM464466

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Genesee Region Home Care Association, Inc.		02/19/2018	Corporation: NEW YORK <i>NON-PROFIT</i>
RECEIVING PARTY DATA			
Name:	Excellus Health Plan, Inc.		
Street Address:	165 Court Street		
City:	Rochester		
State/Country:	NEW YORK		
Postal Code:	14647		
Entity Type:	Non-Profit Corporation: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4683493	LIFETIME CARE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	3152188515		
Email:	bskpto@bsk.com		
Correspondent Name:	George R. McGuire		
Address Line 1:	One Lincoln Center		
Address Line 4:	Syracuse, NEW YORK 13202		
NAME OF SUBMITTER:	George R. McGuire		
SIGNATURE:	/George R. McGuire/		
DATE SIGNED:	03/06/2018		
Total Attachments: 2			
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source=Excellus Health Plan, Inc. Assignment#page2.tif			

CH \$40.00 4683493

TRADEMARK ASSIGNMENT

In consideration of the sum of \$1.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Genesee Region Home Care Association, Inc., a New York not for profit corporation ("Assignor"), does hereby sell, transfer and assign to Excellus Health Plan, Inc., a New York not for profit corporation ("Assignee") all right, title and interest in and to the Trademarks set forth on Schedule A held by Assignor, and any and all registrations thereof and applications therefore, together with the good will of the business symbolized by the Trademarks and the right to recover for damages and profits for past infringements thereof.

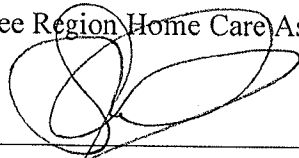
Assignor covenants and agrees that, upon the request of Assignee, Assignor will promptly execute and deliver to Assignee any and all additional documents or assignments reasonably requested by Assignee in order to more fully vest in Assignee all of Assignor's right, title and interest in and to the trademarks, trademark registrations, and trademark applications set forth on Exhibit A.

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be executed this 19 day of FEBRUARY, 2018.

Genesee Region Home Care Association,
Inc.

By: _____

Name: _____



S. COHEN, MD

3104015.1 2/13/2018

TRADEMARK
REEL: 006287 FRAME: 0492

SCHEDULE A

Trademarks

Lifetime Care (Fed. Reg. No. 4683493)
Home Care Plus

3104015.1 2/13/2018