

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM659418

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cambia Health Solutions, Inc.		07/12/2021	Corporation:
RECEIVING PARTY DATA			
Name:	LifeMap Assurance Company		
Street Address:	100 SW Market Street		
City:	Portland		
State/Country:	OREGON		
Postal Code:	97201		
Entity Type:	Corporation: OREGON		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	4158941	LIFEMAP	
Registration Number:	4297495	LIFEMAP ASSURANCE COMPANY	
Registration Number:	5291387	LIFEMAP COORDINATES	
Registration Number:	4660116	LIFEMAP INSURANCE FOR EVERY STEP OF LIFE	
Registration Number:	4716863	INSURANCE FOR EVERY STEP OF LIFE.	
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>			
Email:	LegalReview@cambiahealth.com		
Correspondent Name:	Gary H. Lau		
Address Line 1:	100 SW Market Street		
Address Line 4:	Portland, OREGON 97201		
NAME OF SUBMITTER:	Gary H. Lau		
SIGNATURE:	/s/Gary H. Lau/		
DATE SIGNED:	07/12/2021		
Total Attachments: 1			
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OP \$140.00 4158941

ASSIGNMENT OF TRADEMARKS

CAMBIA HEALTH SOLUTIONS, INC., an Oregon corporation, (“Assignor”), with an address of 100 SW Market Street. Portland, Oregon 97201, is the owner of the trademarks described below (the “Marks”). LIFEMAP ASSURANCE COMPANY, an Oregon corporation, (“Assignee”), with an address at 100 SW Market Street. Portland, Oregon 97201, wishes to acquire all right, title and interest in and to the Marks.

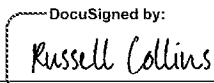
MARK	REGISTRATION NUMBER	REGISTRATION DATE
LIFEMAP	4158941	6/5/2012
LIFEMAP ASSURANCE COMPANY	4297495	3/5/2013
LIFEMAP COORDINATES	5291387	9/19/2017
LIFEMAP INSURANCE FOR EVERY STEP OF LIFE.	4660116	12/23/2014
INSURANCE FOR EVERY STEP OF LIFE.	4716863	4/7/2015

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee all of its worldwide right, title, and interest in and to the Marks, and all state, federal and foreign registrations and applications therefor, together with the goodwill of the business associated with the Marks.

This assignment includes all rights of action, powers and benefits in, of and to the Marks, due or accrued, including the right to sue for and recover, in Assignee’s own name and that of its successors, assigns and other legal representatives, all remedies of every nature) including without limitation injunctive relief, damages, profits, costs and attorney fees) arising out of past infringement, misappropriation or dilution of the Marks or injury to the related goodwill.

Executed and effected this date: July 12, 2021.

CAMBIA HEALTH SOLUTIONS, INC.

By: 
 Russell S. Collins
 Assistant Secretary