

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM678360

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Blue Cross Blue Shield Institute, Inc.		08/26/2021	Corporation: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Blue Cross and Blue Shield Association		
<b>Street Address:</b>	225 North Michigan Avenue		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60601		
<b>Entity Type:</b>	non-profit corporation: ILLINOIS		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5168191	CHM HUB	
<b>Registration Number:</b>	5530499	CHM HUB	
<b>Registration Number:</b>	4829062	CHM HUB	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	3122698000		
<b>Email:</b>	martus@nge.com		
<b>Correspondent Name:</b>	Thomas E. Williams		
<b>Address Line 1:</b>	Neal Gerber & Eisenberg LLP		
<b>Address Line 2:</b>	Two North LaSalle, Street, Suite 1700		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60602		
<b>ATTORNEY DOCKET NUMBER:</b>	26578.6001		
<b>NAME OF SUBMITTER:</b>	Thomas E. Williams		
<b>SIGNATURE:</b>	/Thomas E. Williams/		
<b>DATE SIGNED:</b>	10/01/2021		
<b>Total Attachments: 3</b>			
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TRADEMARK ASSIGNMENT

This Trademark Assignment is made by Blue Cross Blue Shield Institute, Inc., an Illinois corporation ("Assignor"), in favor of Blue Cross and Blue Shield Association, an Illinois non-profit corporation ("Assignee").

WHEREAS, Assignor owns the trademark registrations as set forth in Exhibit 1 hereto together with all common law rights therein as well as all goodwill associated therewith and symbolized thereby (collectively, the "Trademarks").

WHEREAS, Assignor has agreed to transfer to Assignee all of Assignor's right, title, and interest in the Trademarks in the United States and throughout the world, including the portion of Assignor's business to which the Trademarks pertain.

NOW, THEREFORE, in consideration and for the promises and covenants and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees to assign and hereby assigns, transfers, and conveys to Assignee, its successors and assigns, all of Assignor's right, title and interest throughout the world in, to, and under the Trademarks together with

- (i) all common law rights therein;
- (ii) the goodwill of the business connected with the use of and symbolized by the Trademarks; and
- (iii) the portion of Assignor's business to which the Trademarks pertain;

including, but not limited to:

- (i) the right to file foreign applications directly in the name of Assignee and to claim for any such foreign applications any priority rights in which such applications are entitled under international conventions, treaties, or otherwise; and
- (ii) the right to sue for and collect all damages for past infringement of any or all of the above trademarks rights, the same to be held and enjoyed by Assignee, for its own use and benefit, and for its successors, legal representatives and assigns, to the full end of the term of the applicable trademarks assigned hereunder.

Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any official of any other country or countries foreign to the United States whose duty it is to issue trademark registrations as aforesaid, to issue any registrations to Assignee, its successors and assigns, as assignee of the entire interest herein assigned.

*[Signatures appear on next page]*

IN WITNESS WHEREOF, this Trademark Assignment is executed on \_\_\_\_\_.

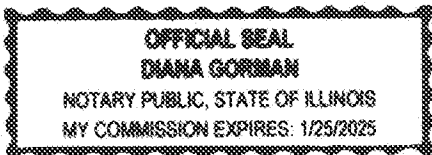
**ASSIGNOR**

BLUE CROSS BLUE SHIELD INSTITUTE, INC.

DocuSigned by:  
*W. Scott Nehs*  
Sign: \_\_\_\_\_  
49D9384207A8403...

Print: W. Scott Nehs

Title: Senior Vice President, General Counsel



8/26/2021  
*Diana Gorman*

**ASSIGNEE**

Acknowledged and Accepted:

BLUE CROSS AND BLUE SHIELD ASSOCIATION

DocuSigned by:  
*Mark Talluto*  
\_\_\_\_\_

Print: Mark Talluto

Title: Vice President, Strategy and Analytics

EXHIBIT 1

TRADEMARKS						
Mark	Country	Status	International Class	Application #	Issue Date	Registration #
CHM HUB	U.S.	Registered	009	86979452	3/21/2017	5168191
CHM HUB	U.S.	Registered	009	86444679	7/31/2018	5530499
CHM HUB	U.S.	Registered	042 044	86976968	10/6/2015	4829062