

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM800335

<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 of Michigan Mutual Insurance Company		03/21/2023	nonprofit mutual disability insurer: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	UST HealthProof Inc		
<b>Street Address:</b>	5 Polaris Way		
<b>City:</b>	Aliso Viejo		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92656		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5361192	TESSELLATE	
<b>Registration Number:</b>	5365654	TESSELLATE	
<b>Registration Number:</b>	5916469	ADVANTASURE	
<b>Registration Number:</b>	5916290	ADVANTASURE	
<b>Registration Number:</b>	5992150	FUELING ACCELERATED PERFORMANCE	
<b>Serial Number:</b>	90323610	SMART CONDUCTOR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3129774405		
<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>	312-977-4400		
<b>Email:</b>	tefiester@nixonpeabody.com		
<b>Correspondent Name:</b>	Elizabeth W. Baio		
<b>Address Line 1:</b>	70 W. Madison Street, Suite 5200		
<b>Address Line 2:</b>	Nixon Peabody LLP		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60602		
<b>ATTORNEY DOCKET NUMBER:</b>	051788-629		
<b>NAME OF SUBMITTER:</b>	Elizabeth W. Baio		

CH \$165.00 5361192

<b>SIGNATURE:</b>	/Elizabeth W. Baio/
<b>DATE SIGNED:</b>	04/04/2023
<b>Total Attachments: 5</b> source=11. BCBSM Columbia Trademark Assignment - Execution Version_#page1.tif source=11. BCBSM Columbia Trademark Assignment - Execution Version_#page2.tif source=11. BCBSM Columbia Trademark Assignment - Execution Version_#page3.tif source=11. BCBSM Columbia Trademark Assignment - Execution Version_#page4.tif source=11. BCBSM Columbia Trademark Assignment - Execution Version_#page5.tif	

## **TRADEMARK ASSIGNMENT**

THIS ASSIGNMENT is made and entered into by and between BLUE CROSS BLUE SHIELD OF MICHIGAN MUTUAL INSURANCE COMPANY, a Michigan nonprofit mutual disability insurer having a place of business at 600 E. Lafayette Blvd., Detroit, Michigan 48226 (hereafter “ASSIGNOR”), and UST HEALTHPROOF INC, a Delaware corporation having a place of business at 5 Polaris Way, Aliso Viejo, California 92656 (hereafter “ASSIGNEE”).

WHEREAS, ASSIGNOR is the owner of the United States’ trademark application and registrations set out in Appendix A, and of the subject trademarks thereof, for use in connection with the services specified in Appendix A (hereafter the foregoing are collectively referred to as “the Assigned Trademarks”).

WHEREAS, by that certain Stock Purchase Agreement dated August 31, 2022, as amended (the “Stock Purchase Agreement”), ASSIGNEE is acquiring sole ownership of each of Tessellate Holdings LLC (“Tessellate”) and Advantasure, Inc. (“Advantasure”).

WHEREAS, ASSIGNOR has heretofore exclusively licensed to each of Tessellate and Advantasure in the right to make commercial use of one or more of the Assigned Trademarks.

WHEREAS, further to the Stock Purchase Agreement, ASSIGNOR is obliged to transfer the Assigned Trademarks to ASSIGNEE at Closing (as that term is defined in the Stock Purchase Agreement).

NOW, THEREFORE, in consideration of the foregoing premises, the sum of \$10.00, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells, transfers, conveys, assigns, and delivers to ASSIGNEE, as the successor to the portion of Assignor’s ongoing business to which the Assigned Trademarks pertain, effective from the date of the Closing, March 21, 2023 the entirety of ASSIGNOR’S right, title, and interest in and to the Assigned Trademarks, together with the goodwill of the business symbolized by the Assigned Trademarks, including the right to sue and recover damages and other remedies for any infringements, dilutions and/or other violations thereof, including any and all past infringements, dilutions and/or other violations.

*[signature page follows]*

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have executed this Trademark Assignment, as set forth below.

**BLUE CROSS BLUE SHIELD OF  
MICHIGAN MUTUAL INSURANCE  
COMPANY**

**UST HEALTHPROOF INC**

Signed: Tricia Keith

Signed: \_\_\_\_\_

By: Tricia A. Keith

By: Pavankumar Annapragada

Title: EVP and Chief Operating Officer

Title: Director

Date: March 21, 2023

Date: \_\_\_\_\_, 2023

[Signature Page to Trademark Assignment]

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have executed this Trademark Assignment, as set forth below.

**BLUE CROSS BLUE SHIELD OF  
MICHIGAN MUTUAL INSURANCE  
COMPANY**

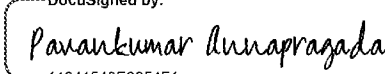
**UST HEALTHPROOF INC**

Signed: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_, 2023

DocuSigned by:  
  
Signed: \_\_\_\_\_  
11941543E8954F1...

By: Pavankumar Annapragada

Title: Director

Date: March 21, \_\_\_\_\_, 2023

*[Signature Page to Trademark Assignment]*

**APPENDIX A – The Assigned Trademarks**

<b>U.S. Reg. No. or App. No.</b>	<b>Subject Mark</b>	<b>Services</b>
Reg. No. 5361192	<b>TESSELLATE</b>	Business consulting services to others, namely, assisting health plan providers, hospitals, and physicians seeking to improve their performance as to clinical outcomes, patient experience, access to care, and other factors measured by the star ratings system, risk adjustment and medical management programs of Medicare Advantage and Individual insurance programs (IC 035)
Reg. No. 5365654	TESSELLATE	Business consulting services to others, namely, assisting health plan providers, hospitals, and physicians seeking to improve their performance as to clinical outcomes, patient experience, access to care, and other factors measured by the star ratings system, risk adjustment and medical management programs of Medicare Advantage and Individual insurance programs (IC 035)
Reg. No. 5916469	<b>ADVANTASURE</b>	Business consulting services in the health care industry; providing business analysis of health care policies, insurance reimbursement policies, and product cost-effectiveness to others in the field of Medicare Advantage programs (IC 035)  Health insurance claims processing and claims administration services (IC 036)
Reg. No.5916290	ADVANTASURE	Business consulting services in the health care industry; providing business analysis of health care policies, insurance reimbursement policies, and product cost-effectiveness to others in the field of Medicare Advantage programs (IC 035)

U.S. Reg. No. or App. No.	Subject Mark	Services
		Health insurance claims processing and claims administration services (IC 036)
Reg. No. 5992150	FUELING ACCELERATED PERFORMANCE	Business consulting services in the health care industry; providing business analysis of health care policies, insurance reimbursement policies, and product cost-effectiveness to others in the field of Medicare Advantage programs (IC 035)  Health insurance claims processing and claims administration services (IC 036)
App. No. 90323610	SMART CONDUCTOR	Consumer data analytics, targeted advertising utilizing consumer data, and targeted promotional services using consumer data, all provided for others in the field of health insurance (IC 035)