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(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/31/2002)

ION FORM COVER SHEET

TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Lancer Management Corporation, Inc.
370 West Park Avenue
Long Beach, New York 11561

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State Illinois
- Other _____

Additional name(s) of conveying party(jes) attached? Yes No

2. Name and address of receiving party(ies)

Name: Direct Response Coporation

Internal

Address: _____

Street Address: 4 Gannett Drive

City: White Plains State: NY Zip: 10604

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State Delaware
- Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other _____

Execution Date: _____

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) N/A

B. Trademark Registration No.(s) 2,331,524

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: John W. Williams

Internal Address: Nims, Howes, Collison, Hansen
& Atkins, L.L.P.

Street Address: 605 Third Avenue, Suite 3500

City: New York State: NY Zip: 10158

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.

TDIAZI 00000119 2331524

40.00 DP

John W. Williams

Name of Person Signing

Signature

December 4, 2001

Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

02/05/2002

01 FC:481

TRADEMARK
REEL: 002437 FRAME: 0650

ASSIGNMENT

WHEREAS, Lancer Insurance Company, a corporation organized under the laws of the State of Illinois, having a principal place of business at 370 West Park Avenue, Long Beach, New York 11561, has adopted, used and is using and is the owner of the following trademark/service mark now registered in the United States Patent and Trademark Office:

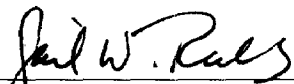
<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
TEACHERS' INSURANCE PLAN SPECIAL RATES FOR A SPECIAL CLASS OF PEOPLE AUTO HOMEOWNERS UMBRELLA and Design	2,331,524	March 21, 2000

AND WHEREAS, Lancer Management Company, Inc., a corporation organized under the laws of the state of Illinois, having its principal place of business at 370 West Park Avenue, Long Beach, New York 11561, did acquire all right, title and interest to the above registered mark, and;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Lancer Insurance Company, by these presents does hereby sell, assign and transfer, to Lancer Management Company, Inc., all of its right, title and interest in including, without limitation, any and all rights in and to the mark TEACHERS' INSURANCE PLAN SPECIAL RATES FOR A SPECIAL CLASS OF PEOPLE AUTO HOMEOWNERS UMBRELLA and Design and the registration thereof, effective April 21, 2000, nunc pro tunc, together with the good will of the business associated and symbolized by the mark TEACHERS' INSURANCE PLAN SPECIAL RATES FOR A SPECIAL CLASS OF PEOPLE AUTO HOMEOWNERS UMBRELLA and Design.

IN WITNESS WHEREOF, Lancer Insurance Company has hereunto executed this instrument this 27th day of November, 2001.

LANCER INSURANCE COMPANY

By: 
Gail W. Reilly, Vice President