

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Unifi Mutual Holding Company		01/04/2008	CORPORATION: NEBRASKA
RECEIVING PARTY DATA			
Name:	Reliance Standard Life Insurance Company		
Street Address:	Two Commerce Square, 2001 Market Street		
City:	Philadelphia		
State/Country:	PENNSYLVANIA		
Postal Code:	19103		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2983184	COMPLETE DENTAL SOLUTION	
Registration Number:	2976045	DENTAL VALUE PLUS	
CORRESPONDENCE DATA			
Fax Number:	(215)864-9950		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-864-8201		
Email:	jacobsmeadwayr@ballardspahr.com		
Correspondent Name:	Roberta Jacobs-Meadway		
Address Line 1:	1735 Market Street		
Address Line 4:	Philadephia, PENNSYLVANIA 19103-7599		
NAME OF SUBMITTER:	Roberta Jacobs-Meadway		
Signature:	/roberta jacobs-meadway/		
Date:	01/15/2008		

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Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

WHEREAS, UNIFI Mutual Holding Company, formerly known as Ameritas Acacia Mutual Insurance Holding Company, a Nebraska corporation having an address of 5900 "O" Street, Lincoln, NE 68510, has used in various forms and is using in its business the trademarks identified on Attachment A;

WHEREAS, Reliance Standard Life Insurance Company, an Illinois corporation having an address of Two Commerce Square, 2001 Market Street, Philadelphia, PA 19103, is desirous of acquiring all right, title and interest in and to the said marks and all versions of them together with the goodwill of the business symbolized by the marks and the registrations thereof as set forth in Attachment A;

WHEREAS, it is desired that the assignment of said registrations be made of record in the United States Patent and Trademark Office.

NOW THEREFORE, for the sum of One dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, said UNIFI Mutual Holding Company hereby assigns to said Reliance Standard Life Insurance Company all rights, title and interest in and to the said marks, COMPLETE DENTAL SOLUTION and DENTAL VALUE PLUS and all versions of them, together with the goodwill of the business symbolized by the said marks, and the registrations thereof as set forth in Attachment A.

UNIFI MUTUAL HOLDING COMPANY

By: _____

Name: _____

Title: _____

Dated: _____

JoAnn M. Martin

JOANN M MARTIN

VP & CO

1/4/08

ATTACHMENT A

<u>Mark</u>	<u>Registration No.</u>	<u>Date of Issue</u>
COMPLETE DENTAL SOLUTION	2,983,184	August 9, 2005
DENTAL VALUE PLUS	2,976,045	July 26, 2005

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