

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Fringe Benefits Management Company		10/01/2009	CORPORATION: FLORIDA

RECEIVING PARTY DATA

Name:	First Service Administrators, Inc.
Street Address:	3035 Lakeland Hills Boulevard
City:	Lakeland
State/Country:	FLORIDA
Postal Code:	33805
Entity Type:	CORPORATION: FLORIDA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3611923	HEALTHAFFORD

CORRESPONDENCE DATA

Fax Number: (813)221-2900
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 8132223145
 Email: rfeinman@hwhlaw.com
 Correspondent Name: Rachel Feinman
 Address Line 1: 101 E. Kennedy Blvd. Suite 3700
 Address Line 4: Tampa, FLORIDA 33602

NAME OF SUBMITTER:	Rachel Feinman
Signature:	/Rachel Feinman/
Date:	10/06/2009

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of October 1, 2009 by and between **FIRST SERVICE ADMINISTRATORS, INC.**, a Florida corporation ("Assignee") and **FRINGE BENEFITS MANAGEMENT COMPANY**, a Florida corporation ("Assignor").

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement, dated as of even date herewith (the "Purchase Agreement"), by and among Assignor, Assignee, and 21st Century Health & Benefits, Inc., a Delaware corporation ("21st Century"), pursuant to which Assignee will purchase certain assets of Assignor and 21st Century as more fully described in the Purchase Agreement, including the Trademark (defined below); and

WHEREAS, Assignor is the owner of the United States trademark registration **HEALTHAFFORD**, Registration No. 3,611,923, registered April 28, 2009 (the "Trademark"), together with the goodwill of the business associated therewith; and

WHEREAS, as required by the Purchase Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, the Trademark; and

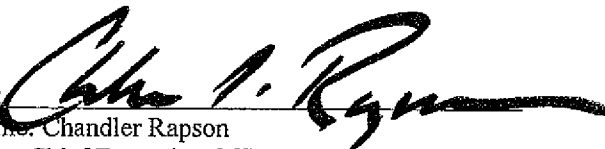
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby conveys, delivers, assigns and transfers to Assignee its entire right, title and interest in and to the Trademark, together with the goodwill associated therewith.

Assignor further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Trademark and the goodwill associated therewith.

Assignor hereby requests the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner of the Trademark.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the date first written above.

FIRST SERVICE ADMINISTRATORS, INC.

By: 
Name: Chandler Rapson
Title: Chief Executive Officer

FRINGE BENEFITS MANAGEMENT CORP.

By: _____
Name:
Title:

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Signature Page to Trademark Assignment