

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Bankers Life and Casualty Company		07/02/2012	CORPORATION: ILLINOIS

**RECEIVING PARTY DATA**

<b>Name:</b>	CDOC, Inc.
<b>Street Address:</b>	11825 N. Pennsylvania Street
<b>City:</b>	Carmel
<b>State/Country:</b>	INDIANA
<b>Postal Code:</b>	46032
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 21**

Property Type	Number	Word Mark
Registration Number:	4152511	C CENTER FOR A SECURE RETIREMENT
Registration Number:	4150306	C CENTER FOR A SECURE RETIREMENT
Registration Number:	4150305	CENTER FOR A SECURE RETIREMENT
Registration Number:	4113203	CENTER FOR A SECURE RETIREMENT
Registration Number:	2681112	FRIEND TO FRIEND
Registration Number:	2563806	PROVIDING GENERATIONS OF SUPPORT
Registration Number:	3799339	LINKEDSOLUTION
Registration Number:	3894860	FOR THE LIFE OF YOUR RETIREMENT
Registration Number:	3850773	BANKERS SIMPLECHOICE
Registration Number:	3764349	CLEARVANTAGE
Registration Number:	3785577	GROWTHPOINT
Registration Number:	3696834	TURNINGPOINT
Registration Number:	3700087	LIFEDIRECTIONS
Registration Number:	3756566	BANKERS RETIREMENT SOLUTIONS

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**TRADEMARK**

Registration Number:	2580937	RELIATERM
Registration Number:	2584988	
Registration Number:	2436721	INNOVATIVE LIFE
Registration Number:	2133545	SENIOR WHOLE LIFE
Registration Number:	1822741	WITH YOU IN MIND
Registration Number:	1553226	INCOMEPLAN
Registration Number:	1630291	V I P

**CORRESPONDENCE DATA**

Fax Number: 2158518383  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: 215-851-8522  
Email: rjacobsmeadway@eckertseamans.com  
Correspondent Name: Roberta Jacobs-Meadway  
Address Line 1: 2 Liberty Place, 22nd Fl.,50 S. 16th St.  
Address Line 2: Eckert Seamans Cherin & Mellott, LLC  
Address Line 4: Philadelphia, PENNSYLVANIA 19102

NAME OF SUBMITTER:	Roberta Jacobs-Meadway
Signature:	/Roberta Jacobs-Meadway/
Date:	07/03/2012

Total Attachments: 2  
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**ASSIGNMENT OF TRADEMARKS**

WHEREAS, Bankers Life and Casualty Company, an Illinois corporation having an address of 600 West Chicago Avenue, Chicago, Illinois 60654 ("Bankers Life"), has used and is using in its business the trademarks listed on Schedule A hereto, and;

WHEREAS, CDOC, Inc., a Delaware corporation having an address of 11825 N. Pennsylvania Street, Carmel, Indiana 46032, is desirous of acquiring all right, title and interest in and to the said marks together with the goodwill of the business symbolized by the marks and the registrations thereof as set forth in Schedule 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 good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, Bankers Life and Casualty Company hereby assigns to CDOC, Inc. all rights, title and interest in and to the said marks together with the goodwill of the business symbolized by the said marks and the registrations thereof as set forth in Schedule A.

Bankers Life and Casualty Company

By: Alexis M. Berg  
Name: Alexis M. Berg  
Title: Assistant Secretary

Dated: 7/2/2012

**SCHEDULE A**

Mark	Registration No.	Date Registered
C CENTER FOR A SECURE RETIREMENT & Design	4,152,511	June 5, 2012
C CENTER FOR A SECURE RETIREMENT & Design	4,150,306	May 29, 2012
CENTER FOR A SECURE RETIREMENT	4,150,305	May 29, 2012
CENTER FOR A SECURE RETIREMENT	4,113,203	March 13, 2012
FRIEND TO FRIEND	2,681,112	January 28, 2003
PROVIDING GENERATIONS OF SUPPORT	2,563,806	April 23, 2002
LINKEDSOLUTION & Design	3,799,339	June 8, 2010
FOR THE LIFE OF YOUR RETIREMENT	3,894,860	December 21, 2010
BANKERS SIMPLECHOICE	3,850,773	September 21, 2010
CLEARVANTAGE	3,764,349	March 23, 2010
GROWTHPOINT	3,785,577	May 4, 2010
TURNINGPOINT	3,696,834	October 13, 2009
LIFEDIRECTIONS	3,700,087	October 20, 2009
BANKERS RETIREMENT SOLUTIONS	3,756,566	March 9, 2010
RELIATERM	2,580,937	June 18, 2002
Interlocking Hands Design	2,584,988	June 25, 2002
INNOVATIVE LIFE	2,436,721	March 20, 2001
SENIOR WHOLE LIFE	2,133,545	January 27, 1998
WITH YOU IN MIND	1,822,741	February 22, 1994
INCOMEPLAN	1,553,226	August 22, 1989
V I P	1,630,291	January 1, 1991