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| 9/17/03 SE 17 2003 & 09-2 | 5-2003 |
| Form PTO-1594 RE (Rev. 10/02) | U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office |
| Tab settings ⇒⇒⇒ ▼ ▼ ▼ | 58865 |
| To the Honorable Commissioner of Patents and Trademarks: F | Please record the attached original documents or copy thereof. |
| 1. Name of conveying party(ies): CIHC, Inc. Individual(s) General Partnership Corporation-State - DELAWARE Other Additional name(s) of conveying party(ies) attached? Yes No 3. Nature of conveyance: Assignment Security Agreement Other Other | 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 |
| 4. Application number(s) or registration number(s): A. Trademark Application No.(s) | (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes V No B. Trademark Registration No.(s) |
| , a your many opposition to the control of the cont | See Schedule A attached hereto |
| Additional number(s) at | tached Yes No |
| 5. Name and address of party to whom correspondence concerning document should be mailed: Name: Barth X. deRosa | 6. Total number of applications and registrations involved: |
| Internal Address:Stevens Davis Miller Mosher LLP | 7. Total fee (37 CFR 3.41) |
| Street Address: 1615 L Street NW Suite 850 | 8. Deposit account number: |
| City: Washington State: DC Zlp:20036 | |
| Barth X deRosa Fee | |
| | ignature Date ser sheet, attachments, and document: |

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

Schedule A

| Registration No. | <u>Mark</u> |
|------------------|--------------------------------------|
| 846,452 | LL and Design |
| 1,484,571 | CONTINUATION LIFE |
| 1,513,898 | STABLE RESERVE |
| 1,450,026 | WHITEHALL |
| PA 729-675 | LAMAR LIFE'S RETIRE WITH CLASS VIDEO |

TRADEMARK
REEL: 002829 FRAME: 0914

152/00101/A-1

<u>ASSIGNMENT</u>

WHEREAS, CIHC, Inc. (Assignor), a corporation organized under the laws of Delaware, domiciled and doing business at 11825 N. Pennsylvania Street, Carmel, Indiana 46032, is the present title owner of the trademarks, service marks, and registrations, listed in Schedule A attached herewith (hereinafter called "the Marks");

AND WHEREAS, CDOC, Inc. (Assignee), a corporation organized under the laws of Delaware, domiciled and doing business at 11815 N. Pennsylvania Street, P.O. Box 1911, Carmel, Indiana 46082-1911, is desirous of acquiring the rights, title, and interest in and to the trademarks, service marks, and registrations in Schedule A.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor assigns to Assignee, its successors and assigns, all rights, title, and interest in and to all the Marks in Schedule A and to all trademark registrations in Schedule A together with that part of the goodwill of the Assignor's business in connection with the use of and symbolized by the said Marks.

IN WITNESS WHEREOF, the Assignor has hereunder executed this instrument this 10 day of Splanbu, 2003.

RECORDED: 09/17/2003

CIHC, INC.

Data

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