

FORM PTO-1594
(Rev. 6/93)

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

Attorney's Docket No. 034250-001, 002 & 003

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

1. Name of conveying party(ies):
America Council of Life Insurers, Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State

Other: Delaware not for profit corporation

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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name

Other:

Execution Date: August 9, 2004

2. Name and address of receiving party(ies):
Name: Insurance Marketplace Standards Association
Address: Two Wisconsin Circle, Suite 320, Chevy Chase, Maryland 20815

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

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)

B. Trademark Registration No.(s)
2,237,146
2,248,376
2,261,907

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Fred W. Hathaway, Esq.
Address: BURNS, DOANE, SWECKER & MATHIS, L.L.P.
P.O. Box 1404
Alexandria, Virginia 22313-1404

6. Total number of application and registrations involved: 1

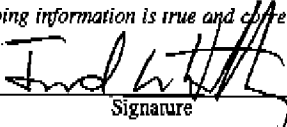
7. Total fee (37 CFR 3.41): \$ 90.00
 Enclosed
 Authorized to be charged to deposit account, if necessary

8. Deposit account number:
02-4800

DO NOT USE THIS SPACE

9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Fred W. Hathaway
Name of Person Signing


Signature

8/12/04
Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002923 FRAME: 0366

700105034

CH \$90.00 02-4800 2237-146

ASSIGNMENT

WHEREAS, American Council of Life Insurers, Inc., a Delaware not for profit corporation having a place of business at 101 Constitution Avenue, N.W., Washington, D.C. 20001-2133, (hereinafter "ASSIGNOR"), is the owner of record and has adopted and used the following service/collective membership marks:

- (1) United States Registration No. 2,237,146
Mark: IMSA
Registered: April 6, 1999
- (2) United States Registration No. 2,248,376
Mark: INSURANCE MARKETPLACE
STANDARDS ASSOCIATION
Registered: May 25, 1999
- (3) United States Registration No. 2,261,907
Mark: IMSA INSURANCE MARKETPLACE
STANDARDS ASSOCIATION and Design
Registered: July 20, 1999; and

WHEREAS, Insurance Marketplace Standards Association, a Delaware corporation, having a place of business at Two Wisconsin Circle, Suite 320, Chevy Chase, Maryland 20815, (hereinafter "ASSIGNEE"), is desirous of acquiring the aforesaid service/collective membership marks IMSA, INSURANCE MARKETPLACE STANDARDS ASSOCIATION and IMSA INSURANCE MARKETPLACE STANDARDS ASSOCIATION and Design, together with the goodwill of the business symbolized by the marks, the aforesaid registrations therefor, and the right to recover damages for past acts of infringement.

Assignment of United States Registration
Nos. 2,237,146, 2,248,376 and 2,261,907

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign unto ASSIGNEE all rights, title and interest in and to the aforesaid service/collective membership marks IMSA, INSURANCE MARKETPLACE STANDARDS ASSOCIATION and IMSA INSURANCE MARKETPLACE STANDARDS ASSOCIATION and Design, together with the goodwill of the business symbolized by the marks, the aforesaid United States Registration Nos. 2,237,146, 2,248,376 and 2,261,907, and the right to recover damages for past acts of infringement.

American Council of Life Insurers, Inc.

By: L Charles Fitzgerald
L Charles Fitzgerald
Senior Vice President
and Corporate Secretary

Date: August 9, 2004

VA 292781.1