TRADEMARK AND INTELLECTUAL PROPERTY USAGE POLICY FOR TSLIC

EXHIBIT A

Texas Service Life Insurance Company ("TSLIC") logos and intellectual property are the sole and exclusive property of TSLIC. Intellectual property includes any material created for use in marketing and other publicity materials for the benefit of TSLIC, including but not limited to brochures, websites, email communications, and digital media. Use of logo and intellectual property ("Trademark") is subject to the terms of the following Usage Policy. Your use of any Trademark implies acceptance of, and agreement with, the terms of this Usage Policy.

Company policy requires that you submit any form of advertising, marketing or other promotional material (not created by the Marketing Department) to the Marketing Department for review and approval BEFORE it is used. Advertising means any visual, audio, or published promotion of TSLIC products in any medium, including electronic. In addition, TSLIC reserves the right to revoke its approval of your use of the Trademarks at any time.

Permission is granted to you to use the TSLIC Trademarks ONLY on the following conditions:

1. **Trademark Usage**
   a. Trademarks may only be used in marketing or other publicity materials for the benefit of TSLIC and with the permission of TSLIC.
   b. No Trademark may be used in any way that suggests that TSLIC is affiliated with, sponsors, approves or endorses you, your organization, your websites, your products or your services, unless such a relationship exists and is documented in writing.
   c. Trademarks may not be used or included in or with any non-TSLIC related materials, including products or services provided by a third party.
   d. No Trademark may be used or displayed in any of the following ways:
      - in any manner that, in the sole discretion of TSLIC, discredits TSLIC or tarnishes its reputation and goodwill;
      - in any manner that infringes, dilutes, depreciates the value, or impairs the rights of TSLIC;
      - in any manner that is false or misleading;
      - in connection with or related to activities that are illegal or against community standards;
      - in any manner that violates the trademark, copyright or any other intellectual property rights of others;
      - in any manner that violates any law, regulations, or other public policy; or
      - as part of a name of a product or service of a company other than TSLIC.
   e. No Logo may be used in any way that mischaracterizes any relationship between you and TSLIC.
   f. Written materials, such as web pages, must be marked to indicate that the Trademark used is owned by TSLIC (for example by using a statement such as, "the Family1® logo is a registered trademark of TSLIC").
   g. You must, upon request from TSLIC, provide samples of any materials that include the Trademark for purposes of determining compliance with this policy.
   h. You must make any changes to your use of the Trademark that are requested by TSLIC.
2. **Logo Integrity**
   a. Logos may only be reproduced from approved artwork and may not be recreated by any other means or in any other form or altered in any way, including the use of unapproved tag lines, abbreviations or translations.
   b. Do not combine a Logo with any other design, trademark, infographic, photo, slogan, text or other element, including your name, any trademark or any generic term.

Information described herein is furnished for informational use only and should not be construed as a guarantee, commitment, condition or offer by TSLIC. As the need to address future branding concerns arises, we may cancel, modify, or change the terms of this policy from time to time without prior notice to you. You, as a Logo user, are responsible for complying with any modified terms, so please review this policy and also become familiar with any modifications we publish.

If you'd like to make any use of TSLIC trademarked materials that are not covered by this policy, or for further information or clarification about their use, please contact **marketing@tslic.com**.

TSLIC TRADEMARK AUTHORIZATION FORM

Family1® Texas Service Life

Texas Service Life Insurance Company ("TSLIC") hereby authorizes and grants permission to use TSLIC trademarks and intellectual property ("Trademarks") in association with TSLIC products and services on a non-exclusive, royalty free basis to the appointed undersigned agent or funeral home representative ("Agent"). The Agent will use the trademarks only in compliance with all applicable laws and regulations.

Further, the Agent will use the Trademarks only in accordance with the policies, specifications, directions and standards of TSLIC as to the character and/or quality of the Goods and Services with which the Trademarks are to be used, or otherwise as may reasonably be stipulated by TSLIC to the Agent from time to time. The Agent will not, directly or indirectly, use the Trademarks in any other way and the Agent will not use the Trademarks as part of any composite trademark, that is in close proximity or in combination with any Trademark(s) held by TSLIC or any third party.

TSLIC will notify the Agent of any changes or alterations made to any of the Trademarks as necessary and within thirty (30) days of receipt of such notice, or as soon as reasonably practical, whichever is earlier, the Agent will ensure that all of its usage of any Trademarks so changed or altered complies with any such notice given.

The Agent acknowledges the validity of the TSLIC Trademarks, and the TSLIC ownership of TSLIC of the Trademarks and the goodwill pertaining thereto, and agrees that the benefit of and goodwill associated with use of any of the Trademarks by the Agent will inure entirely for the benefit of TSLIC.

The Agent will not itself and will not assist, permit, or encourage any third party to:

a. attack or challenge the validity, ownership or enforceability of any of the TSLIC Trademarks, any registrations for any of the Trademarks, or any TSLIC rights relating to any of the Trademarks or in any such registrations;

b. claim, use, or apply to register, record or file any trademark, trade name, business name, corporate name, domain name, social media user name, email address, metatag, AdWords or similar search term, copyright, or design that is identical with, confusingly similar to, clearly derived from or based on or that includes any of the TSLIC Trademarks; or

c. use any of the TSLIC Trademarks in a manner which is likely to depreciate or cause material harm to the goodwill attached to any of the Trademarks.

I have read the TRADEMARK AND INTELLECTUAL PROPERTY USAGE POLICY FOR TSLIC attached hereto as EXHIBIT A and agree to abide to the conditions set out thereto.

Acknowledged and Agreed

Agent Signature: ..... Date: .....

Agent Name (print): .....

Address: ..... Phone: .....

Email: .....