

<i>SERFF Tracking Number:</i>	<i>APLE-125851178</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>IA American Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>40719</i>
<i>Company Tracking Number:</i>	<i>END-IAA</i>		
<i>TOI:</i>	<i>L08 Life - Other</i>	<i>Sub-TOI:</i>	<i>L08.000 Life - Other</i>
<i>Product Name:</i>	<i>IAA END</i>		
<i>Project Name/Number:</i>	<i>IAA END/END IAA</i>		

Filing at a Glance

Company: IA American Life Insurance Company

Product Name: IAA END

TOI: L08 Life - Other

Sub-TOI: L08.000 Life - Other

Filing Type: Form

SERFF Tr Num: APLE-125851178 State: ArkansasLH

SERFF Status: Closed

Co Tr Num: END-IAA

Co Status:

Authors: Linda Dymacek, Lucille McGowan

Date Submitted: 10/29/2008

State Tr Num: 40719

State Status: Approved-Closed

Reviewer(s): Linda Bird

Disposition Date: 10/30/2008

Disposition Status: Approved

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: IAA END

Project Number: END IAA

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 10/30/2008

State Status Changed: 10/30/2008

Corresponding Filing Tracking Number:

Filing Description:

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Deemer Date:

This is a Name Change Endorsement filing pursuant to our Corporate Name Change, which was approved by your Department on October 9, 2008, and effective June 20, 2008. Upon approval, this endorsement will be mailed to all 170 current our policyholders in your state who have policies in-force under the previous company name. We will not continue issuing these policies under the new company name.

Company and Contact

SERFF Tracking Number: APLE-125851178 State: Arkansas
 Filing Company: IA American Life Insurance Company State Tracking Number: 40719
 Company Tracking Number: END-IAA
 TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
 Product Name: IAA END
 Project Name/Number: IAA END/END IAA

Filing Contact Information

Linda Dymacek, Compliance Analyst linda.dymacek@iaplife.com
 PO Box 8118 (888) 473-5540 [Phone]
 Blaine, WA 98231-8118 (480) 502-5088[FAX]

Filing Company Information

IA American Life Insurance Company CoCode: 91693 State of Domicile: Georgia
 17550 N. Perimeter Dr. Group Code: 315 Company Type: LAH
 Suite 210
 Scottsdale, AZ 85255-0131 Group Name: Industrial Alliance State ID Number:
 Group
 (480) 473-5540 ext. [Phone] FEIN Number: 13-3036472

Filing Fees

Fee Required? Yes
 Fee Amount: \$25.00
 Retaliatory? Yes
 Fee Explanation: 1 minor form x \$25 = \$25
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
IA American Life Insurance Company	\$25.00	10/29/2008	23552906

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved	Linda Bird	10/30/2008	10/30/2008

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Disposition

Disposition Date: 10/30/2008

Implementation Date:

Status: Approved

Comment:

Rate data does NOT apply to filing.

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Item Type	Item Name	Item Status	Public Access
Supporting Document	Certification/Notice		Yes
Supporting Document	Application		No
Form	Name Change Endorsement		Yes

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Form Schedule

Lead Form Number: END-IAA

Review Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	END-IAA	Policy/Cont Name Change Name Change ract/Fratern Endorsement al Certificate: Amendmen t, Insert Page, Endorseme nt or Rider	Initial		41	END-IAA.pdf

IA AMERICAN LIFE INSURANCE COMPANY

Administrative Office: 17550 North Perimeter Drive, Suite 210, Scottsdale, AZ, 85255-0131

NAME CHANGE ENDORSEMENT

This endorsement attaches to and forms a part of your IA American Life Insurance Company policy as of June 20, 2008. Whenever in the said policy the name is listed as United Family Life Insurance Company, the following name is substituted: IA American Life Insurance Company. All other terms and conditions remain the same.

In Witness Whereof, the IA American Life Insurance Company has, by its President and Corporate Secretary, executed this Name Change Endorsement as of the 20th of June, 2008.



President



Secretary

IA AMERICAN LIFE INSURANCE COMPANY

*For customer assistance, you may call our toll-free number, 1-888-681-9201
or contact us by mail at P.O. Box number 27650, Scottsdale, AZ 85255.*

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Rate Information

Rate data does NOT apply to filing.

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Supporting Document Schedules

Review Status:

Satisfied -Name: Certification/Notice

10/08/2008

Comments:

Attachments:

ARreadcert.pdf

ARreg19cert.pdf

CERTIFICATION OF READABILITY

IA American Life Insurance Company hereby certifies that the following forms comply with state requirements for readability as follows:

END-IAA	Name Change Endorsement	41.0
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Michael L. Stickney

Executive Vice President

October 7, 2008

STATE OF ARKANSAS
FILING CERTIFICATION

INDUSTRIAL ALLIANCE PACIFIC INSURANCE AND FINANACIAL SERVICES INC. hereby certifies that the attached filing is in compliance with Arkansas Rule and Regulation 19 regarding discrimination in the sale of insurance.



Michael L. Stickney
Executive Vice President

US Development

October 1, 2008