

SERFF Tracking Number: ELAS-126987937 State: Arkansas
Filing Company: AXA Equitable Life Insurance Company State Tracking Number: 47794
Company Tracking Number:
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
Product Name: CV Plus Rider-R11-10 for Optimizer II & Indexed UL
Project Name/Number: CV Plus Rider- R11-10/R11-10

Filing at a Glance

Company: AXA Equitable Life Insurance Company

Product Name: CV Plus Rider-R11-10 for SERFF Tr Num: ELAS-126987937 State: Arkansas

Optimizer II & Indexed UL

TOI: L08 Life - Other

SERFF Status: Closed-Approved- State Tr Num: 47794
Closed

Sub-TOI: L08.000 Life - Other

Co Tr Num:

State Status: Approved-Closed

Filing Type: Form

Reviewer(s): Linda Bird

Authors: Audrey Arnold, Samra
Mekbeb, Sabrena Lallmohamed,
Jillian Rios

Disposition Date: 01/28/2011

Date Submitted: 01/26/2011

Disposition Status: Approved-
Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: CV Plus Rider- R11-10

Project Number: R11-10

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 01/28/2011

State Status Changed: 01/28/2011

Created By: Sabrena Lallmohamed

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Sabrena Lallmohamed

Filing Description:

Please see cover letter under the Supporting Documentation Tab.

Company and Contact

Filing Contact Information

Estella A. Devian, Vice President

estella.devian@axa-financial.com

1290 Avenue of the Americas, 14th Floor

212-314-2921 [Phone]

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 New York, NY 10104 212-707-7493 [FAX]

Filing Company Information

AXA Equitable Life Insurance Company	CoCode: 62944	State of Domicile: New York
1290 Avenue of the Americas, 14-10	Group Code: 968	Company Type: LIFE Insurance
New York,, NY 10104	Group Name:	State ID Number:
(212) 314-2921 ext. [Phone]	FEIN Number: 13-5570651	

Filing Fees

Fee Required?	Yes
Fee Amount:	\$50.00
Retaliatory?	No
Fee Explanation:	\$50.00 per form
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
AXA Equitable Life Insurance Company	\$50.00	01/26/2011	44099251

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	01/28/2011	01/28/2011

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Disposition Date: 01/28/2011

Implementation Date:

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Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		Yes
Supporting Document	Application		No
Supporting Document	Actuarial Memorandum		No
Supporting Document	Statement of Variability		Yes
Supporting Document	Cover Letter		Yes
Form	Cash Value Plus Rider		Yes

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Form Schedule

Lead Form Number:

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	R11-10	Policy/Cont Cash Value Plus ract/Fratern Rider al Certificate: Amendmen t, Insert Page, Endorseme nt or Rider	Initial		50.700	R11-10.pdf

Cash Value
Plus Rider

In this rider "we", "our" and "us" mean AXA Equitable Life Insurance Company. "You" and "your" mean the owner of the Policy.

This Rider's Benefit. This rider modifies the "Policy Information" section of this policy as detailed in items 1. and 2. below.

1. We will reduce the surrender charge described in the "Table Of Surrender Charges For The Initial Base Policy Face Amount" if you give up this policy for its Net Cash Surrender Value during the first eight policy years. The surrender charge will be reduced by the following percentage: years 1 through 4 - 100%; year 5 - 80%; year 6 - 65%; year 7 - 45%; year 8 - 25%.

This reduction does not apply to proportionate surrender charges resulting from a face amount decrease.

2. We will refund to you a percentage of the cumulative deductions from premium payments described in the "Table of Maximum Deductions from Premium Payments" if you give up this policy for its Net Cash Surrender Value during the first three policy years. The following refund percentage will apply: year 1 - 100%; year 2 - 80%; year 3 - 33%.

Any reduction of surrender charges or refund of a percentage of the cumulative deductions from premium payments will not apply if this policy is being exchanged or replaced with another life insurance policy or annuity contract on the insured person(s); such exchange or replacement includes (but is not limited to) any transaction qualifying for income tax free exchange treatment under section 1035 of the Internal Revenue Code or any similar or successor provision thereof.

Any refund amount that would be applicable upon a complete surrender of this policy during the first three policy years will be included with the amount in your Policy Account to determine the death benefit, if it becomes payable during such time and is calculated as a percentage of the amount in your Policy Account.

Maximum Benefit Amount. The maximum amount payable upon a complete surrender of this policy while this rider is in force will not exceed the greater of:

1. the sum of premiums paid to the date of surrender minus any partial withdrawals; and
2. the Cash Surrender Value on the date of surrender calculated prior to any reduction or refund as specified in "This Rider's Benefit" provision.

Any amount payable will be further reduced by the amount of any outstanding loan and accrued loan interest.

Policy Loans, Partial Withdrawals, and Grace Period. Amounts available under this policy for policy loans, partial withdrawals, and to cover monthly deductions, are not increased by this rider.

Base Policy Face Amount Increases. Increases in the base policy face amount, even if they would otherwise be allowed, will not be permitted while this rider is in force.

The Cost of This Rider. We reserve the right to change the charge for this rider but it will never be more than the maximum shown in the "Policy Information" section. Any such change will be subject to the "Changes in Policy Cost Factors" provision of this policy.

Effective Date of this Rider. This rider is effective on the Register Date of this policy.

When This Rider Will Terminate. This rider will terminate on the earliest of the following dates:

1. At the end of the eighth policy year; or
2. On the date the policy ends without value at the end of a Grace Period or otherwise terminates.

You may also request termination of this rider at any time after the first policy year. The effective date of termination in this case will be the beginning of the policy month that coincides with or next follows the date we receive your request. However, if this rider is terminated at your request it may not be restored.

General. This rider is part of the policy. Its benefit is subject to all the terms of this rider and the policy.

AXA EQUITABLE LIFE INSURANCE COMPANY



[Christopher M. Condrón, Chairman of the Board,
President and Chief Executive Officer]



[Karen Field Hazin, Vice President,
Secretary and Associate General Counsel]

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Supporting Document Schedules

	Item Status:	Status Date:
Satisfied - Item: Flesch Certification Comments: See attached. Attachment: AR Readability Certification.pdf		

	Item Status:	Status Date:
Satisfied - Item: Statement of Variability Comments: See attached. Attachment: Non-ICC SOV- generic.pdf		

	Item Status:	Status Date:
Satisfied - Item: Cover Letter Comments: See attached. Attachment: AR Filing Letter.pdf		

AXA Equitable Life Insurance Company

CERTIFICATION OF READABILITY

AXA Equitable Life Insurance Company has reviewed the enclosed forms and certifies that, to the best of its knowledge and belief, the forms meet the minimum Flesch Score of Arkansas.

FORM
R11-10

SCORE
50.7

BY:

Estella A. Devian

Signature

Estella A. Devian

Name

Vice President

Title

January 26, 2011

Date

AXA EQUITABLE LIFE INSURANCE COMPANY

Statement of Variability for Rider form R11-10 (to be used with previously approved policy forms 10-100 and 10-200)

In the event that the Company decides to change one of the variable factors identified below that would affect nonforfeiture testing submitted with this filing, we will submit a new actuarial memorandum and nonforfeiture demonstration.

Rider R11-10

The officer's names and titles are bracketed, as this information may change in the future.

The minimum base policy face amount we may require for rider selection with either of the policies listed above at issue may range from \$100,000 to \$1,000,000. Changes within this range will apply only to new business issued on and after the effective date of change, and will be applied in a uniform and non-discriminatory manner.



Estella A. Devian, Vice President
Telephone (212) 314-2921
Facsimile (212) 707-7493
estella.devian@axa-equitable.com

January 26, 2011

VIA SERFF

The Honorable Mike Pickens, Insurance Commissioner
Arkansas Department of Insurance
1200 West Third Street
Little Rock, AR 72201-1904

RE: AXA Equitable Life Insurance Company (AXAEQ)
AXA Equitable's FEIN: 13-5570651
AXA Equitable's NAIC #: 0968-62944
Form R11-10, Cash Value Plus Rider
SERFF Tracking Number: ELAS-126987937

Dear Commissioner:

We are filing for approval the above referenced rider form. Rider form R11-10 is an optional benefit rider that will be available with new issues of policies that were previously approved for our company by your Department, as noted in the chart below, and will replace form R07-80, Cash Value Plus Rider, which was approved by your Department on 11/30/2007, SERFF Tracking Number ELAS-125320700.

<u>Form Number</u>	<u>Product Type</u>	<u>Approval Date</u>
10-100	Individual Flexible Premium Variable Universal Life Insurance Policy	05/06/2010 SERFF Tracking Number: ELAS-126558485
10-200	Individual Flexible Premium Universal Life Insurance Policy with Index-Linked Interest Options	05/21/2010 SERFF Tracking Number: ELAS-126563755

The currently submitted rider enhances the cash value of the policy by reducing the surrender charge that would otherwise apply if the policy is given up for its Net Cash Surrender Value during the first eight policy years. In addition, it also provides for a refund of a specified percentage of the cumulative deductions from premiums if the policy is given up for its Net Cash Surrender Value during the first three policy years, and potentially impacts the policy death benefit if death occurs during the first three policy years (as any applicable premium refund would be included with the Policy Account value if the death benefit is calculated as a percentage of the amount in the Policy Account).

The chart below compares the essential features of the currently submitted rider form and the rider form it is intended to replace:

Feature	Cash Value Plus Rider form R07-80	Cash Value Plus Rider form R11-10
Reduction of surrender charges upon complete policy surrender	Yes – for first 8 policy years	Yes – for first 8 policy years
Refund of cumulative deductions from premium payments upon complete policy surrender	Yes – for first 3 policy years	Yes – for the first 3 policy years
Latest date of rider termination	After 8 policy years	After 8 policy years
Cancellable by request	No	Yes – after first policy year
Cost of rider	\$250 deducted from initial premium	Monthly charge deducted from Policy Account while rider is in force

The currently submitted rider is available for all underwriting classes for which the base policy may be issued, including both regularly underwritten and guaranteed issue business. The minimum base policy face amount required at issue for rider selection will be within a range of values as specified in the enclosed Statement of Variability. The rider may be selected only at policy issue. The rider will be available in both the tax qualified and non-tax qualified plan markets.

The rider will be available with these individual policies when sold in the general “person on the street” market and in the employer-employee market, and is available for sale by our regular agency force and also via brokerage channels. We reserve the right, when these individual policies are sold in the employer-employee market, to establish a minimum number of lives required at issue when this rider is selected. This requirement will be administered in a uniform and non-discriminatory manner.

We enclose an Actuarial Basis Memorandum for the currently submitted rider form.

The Flesch readability score for the currently submitted rider form is 50.7.

A Statement of Variability for this rider form is enclosed.

We are forwarding to you today, via EFT (Electronic Fund Transfer), \$50.00 for the filing fee.

I certify that, to the best of my knowledge and belief, we comply with all the requirements of Arkansas Rule and Regulation 34 regarding universal life insurance. We will comply with the requirements of Bulletin 11-83. Any change in cost of insurance rates will be filed with the Commissioner as required by that bulletin.

This is to certify that this submission meets the provisions of Rule and Regulation 19 regarding Unfair Sex Discrimination in the Sale of Insurance. We further certify that we will comply with all applicable requirements of the Department.

We assure the Department that our issue procedures are in full compliance with the requirements set forth in Ark. Code Ann. 23-79-138 and Regulation 40.

I certify that, to the best of my knowledge and belief, we comply with all the requirements of Arkansas Rule and Regulation 33 regarding variable life insurance (in particular Articles IV, VII, IX, and XI).

We request that the information contained in this letter and any attachments hereto be treated as confidential and be exempted from disclosure in accordance with the state's Freedom of Information law or other similar laws, and that we be notified prior to any proposed release of this information.

Please call me at (212) 314-2921 or John Finneran at (212) 314-2922 if you have any further questions or need additional information regarding this filing.

Sincerely,

A handwritten signature in cursive script that reads "Estella A. Devian".

Estella A. Devian
Vice President