

SERFF Tracking Number: ELAS-127345920 State: Arkansas  
Filing Company: AXA Equitable Life Insurance Company State Tracking Number: 49459  
Company Tracking Number:  
TOI: L06I Individual Life - Variable Sub-TOI: L06I.002 Single Life - Flexible Premium  
Product Name: COIL 08-300 - Revision to Marketing Criteria  
Project Name/Number: COIL Informational Filing/

## Filing at a Glance

Company: AXA Equitable Life Insurance Company

Product Name: COIL 08-300 - Revision to Marketing Criteria SERFF Tr Num: ELAS-127345920 State: Arkansas

Marketing Criteria

TOI: L06I Individual Life - Variable

SERFF Status: Closed-Accepted State Tr Num: 49459  
For Informational Purposes

Sub-TOI: L06I.002 Single Life - Flexible Premium

Co Tr Num: State Status: Filed-Closed

Filing Type: Form

Reviewer(s): Linda Bird

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

Disposition Date: 08/09/2011

Date Submitted: 08/03/2011

Disposition Status: Accepted For  
Informational Purposes  
Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

## General Information

Project Name: COIL Informational Filing

Project Number:

Requested Filing Mode: Informational

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: 08/09/2011

State Status Changed: 08/09/2011

Created By: Jillian Rios

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Jillian Rios

Filing Description:

Jay Bradford, Insurance Commissioner

Arkansas Department of Insurance

1200 West Third Street

Little Rock, AR 72201-1904

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RE: AXA Equitable Life Insurance Company (AXAEQ)  
AXA Equitable's FEIN: 13-5570651  
AXA Equitable's NAIC #: 0968-62944  
Form 08-300 Individual Flexible Premium Variable Universal Life Insurance Policy  
SERFF Tracking Number: ELAS-127345920

Dear Commissioner:

We are filing this letter for your information regarding a revision to the marketing focus and eligibility criteria for the above referenced policy. The policy was originally approved by your department on October 6, 2008 [SERFF Tracking Number: ELAS-125821330, State Tracking Number: 40346]

We had previously received approval from your Department on February 16, 2010 [SERFF Tracking Number: ELAS-126483250, State Tracking Number: 44790] for implementation of the current marketing focus and eligibility criteria for issue of this product, which is as follows:

"The policy is designed to be offered to corporations or other business entities for employer-sponsored non-qualified plans. The policy is anticipated to be used to fund deferred compensation plans but could also be used in applications such as multi-life split-dollar or executive bonus plans – as well as qualified plans or sales to members of professional associations. It is available for sale by our regular agency force and also via brokerage channels.

The policy will be offered under either of conditions 1 or 2.

1. The policy will be offered to corporations and other business entities that meet the following at issue:
  - a. The policies are employer owned or are employee owned in qualified or non-qualified benefit plans sponsored by the employer; and
  - b. The persons proposed to be insured are deemed by us to be "highly compensated" individuals; and
  - c. The policies are issued as part of a "case" with a minimum of 2 different lives with aggregate annualized first year planned periodic premium for the case of at least \$100,000 or an initial premium of at least \$300,000.
2. The policy will be offered to members of a recognized professional association of at least 500 members formed for a bona fide purpose other than the purchase of life insurance provided the following are met at issue:
  - a. The executive management or governing body of the association, an affiliated entity of the association, or an entity with which the association has a contractual relationship relating to the provision of insurance coverage, expressly

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endorses (not necessarily on an exclusive basis) this policy; and

b. The annualized first year planned periodic policy premium is at least \$50,000 or the initial policy premium is at least \$150,000. “

It is our intention to change this to the following:

“The policy is designed to be offered to corporations or other business entities for employer-sponsored non-qualified plans. The policy is anticipated to be used to fund deferred compensation plans but could also be used in applications such as multi-life split-dollar or executive bonus plans – as well as qualified plans or sales to members of professional associations. It is available for sale by our regular agency force and also via brokerage channels.

The policy will be offered under either of conditions 1 or 2.

1. The policy will be offered to corporations and other business entities that meet the following at issue:

a. The policies are employer owned or are employee owned in qualified or non-qualified benefit plans sponsored by the employer; and

b. The persons proposed to be insured are deemed by us to be “highly compensated” individuals; and

c. The policies are issued as part of a “case” with a minimum of 2 different lives with aggregate annualized first year planned periodic premium for the case of at least \$100,000 or an initial premium of at least \$300,000.

2. The policy will be offered to members of a recognized professional association of at least 500 members formed for a bona fide purpose other than the purchase of life insurance provided the following condition is met at issue:

a. The annualized first year planned periodic policy premium is at least \$50,000 or the initial policy premium is at least \$150,000. “

As you can see from the revision, the current requirements for marketing to an association included a specific endorsement of the policy by the association. The new requirements for marketing to an association that are being filed at this time do not include the need for such a formal endorsement.

We wish to reiterate that under both conditions 1. and 2. as specified above, this will continue to be an individual policy, as originally approved, and is not group coverage. Furthermore, potential sales to association members would not be in the context of the association being the sponsor of either a qualified or a non-qualified benefit plan for their members.

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Members of the association who purchase this policy do so as part of their individual protection and retirement planning. Please note that the member would not be an employee of the association nor would the association be the owner of the policy. The member would be the owner of the policy issued to him or her.

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

Sincerely,  
 John Finneran  
 Assistant Vice President

## 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]  
 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

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## Filing Fees

Fee Required? No  
 Retaliatory? No  
 Fee Explanation:  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
AXA Equitable Life Insurance Company	\$0.00	08/03/2011	

SERFF Tracking Number: ELAS-127345920 State: Arkansas  
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TOI: L061 Individual Life - Variable Sub-TOI: L061.002 Single Life - Flexible Premium  
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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Informational Purposes	Linda Bird	08/09/2011	08/09/2011

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## **Disposition**

Disposition Date: 08/09/2011

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Comment:

Rate data does NOT apply to filing.

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<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	Flesch Certification		No
<b>Supporting Document</b>	Application		No
<b>Supporting Document</b>	Life & Annuity - Actuarial Memo		No

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## Supporting Document Schedules

	Item Status:	Status Date:
<b>Bypassed - Item:</b> Flesch Certification <b>Bypass Reason:</b> n/a <b>Comments:</b>		
<b>Bypassed - Item:</b> Application <b>Bypass Reason:</b> n/a <b>Comments:</b>		
<b>Bypassed - Item:</b> Life & Annuity - Acturial Memo <b>Bypass Reason:</b> n/a <b>Comments:</b>		