

SERFF Tracking Number: SEFL-127340706 State: Arkansas  
 Filing Company: Assurity Life Insurance Company State Tracking Number: 49431  
 Company Tracking Number: 0680 DIV AMEND  
 TOI: L071 Individual Life - Whole Sub-TOI: L071.111 Single Premium - Single Life  
 Product Name: 0680 DIV AMEND  
 Project Name/Number: 0680 DIV AMEND/0680 DIV AMEND

## Filing at a Glance

Company: Assurity Life Insurance Company

Product Name: 0680 DIV AMEND

SERFF Tr Num: SEFL-127340706 State: Arkansas

TOI: L071 Individual Life - Whole

SERFF Status: Closed-Approved-  
Closed State Tr Num: 49431

Sub-TOI: L071.111 Single Premium - Single Life Co Tr Num: 0680 DIV AMEND

State Status: Approved-Closed

Filing Type: Form

Reviewer(s): Linda Bird

Authors: Andrea Boring, Kristi  
Hendrickson

Disposition Date: 08/04/2011

Date Submitted: 07/31/2011

Disposition Status: Approved-  
Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

## General Information

Project Name: 0680 DIV AMEND

Status of Filing in Domicile: Authorized

Project Number: 0680 DIV AMEND

Date Approved in Domicile: 07/29/2011

Requested Filing Mode: Review & Approval

Domicile Status Comments: Approved

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 08/04/2011

State Status Changed: 08/04/2011

Deemer Date:

Created By: Andrea Boring

Submitted By: Andrea Boring

Corresponding Filing Tracking Number:

Filing Description:

This amendment is being filed to be sent to all existing in force and new issue policyholders of the following form:

Form No. Form Title Approval Date Filing No.

0680 Single Premium Whole Life 03/26/2006

USPH-6MJRY357

The dividends section originally had three dividend options. We have decided to add a fourth dividend option, Accumulate at Interest.

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## Company and Contact

### Filing Contact Information

Andrea Boring, Policy Filing Specialist policyfiling@assurity.com  
 1526 K St. 800-276-7619 [Phone] 3453 [Ext]  
 P.O. Box 82533 402-437-3802 [FAX]  
 Lincoln, NE 68501-2533

### Filing Company Information

Assurity Life Insurance Company CoCode: 71439 State of Domicile: Nebraska  
 1526 K Street Group Code: -99 Company Type: Life/Health  
 P.O. Box 82533 Group Name: State ID Number:  
 Lincoln, NE 68501-2533 FEIN Number: 38-1843471  
 (800) 276-7619 ext. [Phone]

## Filing Fees

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Assurity Life Insurance Company	\$50.00	07/31/2011	50215060

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	08/04/2011	08/04/2011

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## **Disposition**

Disposition Date: 08/04/2011

Implementation Date:

Status: Approved-Closed

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		Yes
<b>Supporting Document</b>	Application		No
<b>Supporting Document</b>	Life & Annuity - Acturial Memo		No
<b>Form</b>	Dividends Amendment		Yes

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## Form Schedule

### Lead Form Number: Amend 1103

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	Amend 1103	Policy/Cont Dividends ract/Fratern Amendment al Certificate: Amendmen t, Insert Page, Endorseme nt or Rider	Initial		52.700	0680 Div Amend.pdf



## DIVIDENDS AMENDMENT

The Dividends section is hereby deleted in its entirety and the following language substituted in its place:

### DIVIDENDS

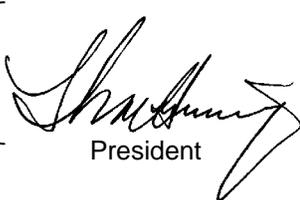
This policy is eligible to share in Our divisible surplus while it is in force. Our Board of Directors will determine annually this policy's share, if any, and We will apply any dividends on the Anniversary Date.

**DIVIDEND OPTIONS** - You may elect one of the following options:

1. **Cash Option** - Dividends will be paid to You in cash.
2. **Paid-up Additions Option** - Dividends will be used to purchase additional paid-up life insurance. Paid-up insurance is participating and may be surrendered for its cash value if not being used as collateral for a policy loan (see the **LOAN BENEFITS** section).
3. **Loan Reduction Option** - Dividends will be applied to reduce policy loans. Dividends will be applied to principal balances first, then unpaid loan interest.
4. **Accumulate at Interest Option** – Dividends are left with Us to earn interest at a rate of not less than 3% annually.

You may choose an option at the time of the application, and You may change the option at any time by Written Request. If You have not chosen an option, We will apply dividends under Option 2. If Option 3 was last chosen, any excess dividend amount will be applied to Option 2.

This amendment is attached to and forming part of Policy No. [ ] issued by Assurity Life Insurance Company.

  
President

  
Secretary

<i>SERFF Tracking Number:</i>	<i>SEFL-127340706</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Assurity Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>49431</i>
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## Supporting Document Schedules

	<b>Item Status:</b>	<b>Status Date:</b>
<b>Satisfied - Item:</b> Flesch Certification		
<b>Comments:</b>		
<b>Attachment:</b> ReadabilityCertification.pdf		

	<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b> Application		
<b>Bypass Reason:</b> Not Applicable - Amendment Filing		
<b>Comments:</b>		

	<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b> Life & Annuity - Acturial Memo		
<b>Bypass Reason:</b> Not Applicable - Amendment Filing		
<b>Comments:</b>		

**READABILITY CERTIFICATION**

I hereby certify the following forms were tested for readability using Microsoft® Word XP program and achieved the following test results:

**Company Name:** Assurity Life Insurance Company

**Form Number(s):** **0680 DIV AMEND**

**Type of Form:** Single Premium Whole Life

<b>Form No.</b>	<b>Description</b>	<b>Flesch Score</b>
Amend 1103	Dividends Amendment	52.7

Carol S Watson  
Signature

July 31, 2011  
Date

Carol S. Watson  
Vice President, General Counsel and Secretary