

**State:** Arkansas **Filing Company:** State Life Insurance Company  
**TOI/Sub-TOI:** L071 Individual Life - Whole/L071.113 Single Premium -Joint (Last Survivor)  
**Product Name:** Protecting Your Retirement Nest Egg Seminar Invitation  
**Project Name/Number:** Protecting Your Retirement Nest Egg Seminar Invitation/I-24185

## Filing at a Glance

Company: State Life Insurance Company  
Product Name: Protecting Your Retirement Nest Egg Seminar Invitation  
State: Arkansas  
TOI: L071 Individual Life - Whole  
Sub-TOI: L071.113 Single Premium -Joint (Last Survivor)  
Filing Type: Form  
Date Submitted: 08/30/2012  
SERFF Tr Num: AULD-128666014  
SERFF Status: Closed-Filed-Closed  
State Tr Num:  
State Status: Filed-Closed  
Co Tr Num: I-24185  
Implementation: On Approval  
Date Requested:  
Author(s): Danita Ragland-Hatton, Ann Smith  
Reviewer(s): Linda Bird (primary)  
Disposition Date: 09/07/2012  
Disposition Status: Filed-Closed  
Implementation Date:

State Filing Description:

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## General Information

Project Name: Protecting Your Retirement Nest Egg Seminar Invitation Status of Filing in Domicile: Pending

Project Number: I-24185

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 09/07/2012

State Status Changed: 09/07/2012

Deemer Date:

Created By: Ann Smith

Submitted By: Ann Smith

Corresponding Filing Tracking Number:

Filing Description:

RE: The State Life Insurance Company

FEIN: 35-0684263 NAIC: 69116

Institutional Advertising

Form:

I-24185 Protecting Your Retirement Nest Egg Seminar Invitation

The above referenced advertisement is being submitted for your review and approval. This form is new and does not replace any form currently in use by our company.

Our brokers will use this advertisement with prospective clients for State Life's portfolio of products, which includes Asset-Care, Annuity Care, Immediate Care and Legacy Care.

- Asset-Care policy forms L301, R501 and SA31 were approved by your department on March 8, 2006 under SERFF Filing #SERT-6LZT9C210 and your State Tracking # 31959.
- Annuity Care policy form SA34 was approved on May 17, 2006.
- ImmediateCare policy form SA33 was approved on January 20, 2006.
- Legacy Care policy forms SA32, R502 and R503 were approved on March 27, 2006.

This advertising piece is pending approval by our domiciliary state, Indiana.

State Life has reviewed the form and believes, to the best of its knowledge, the form is both consistent with the laws and regulations of your state and in compliance with those laws and regulations. The form contains no unusual or possibly controversial items deviating from normal company or industry standards.

## Company and Contact

### Filing Contact Information

Ann Smith, Sr. Contract Analyst

Ann.Smith@oneamerica.com

One American Square

317-285-4223 [Phone]

Indianapolis, IN 46206

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**Filing Company Information**

State Life Insurance Company	CoCode: 69116	State of Domicile: Indiana
One American Square	Group Code: 619	Company Type:
P.O. Box 406	Group Name:	State ID Number:
Indianapolis, IN 46206	FEIN Number: 35-0684263	
(877) 285-7660 ext. [Phone]		

**Filing Fees**

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

Company	Amount	Date Processed	Transaction #
State Life Insurance Company	\$0.00	08/30/2012	
State Life Insurance Company	\$50.00	09/06/2012	62317338

SERFF Tracking #:

AULD-128666014

State Tracking #:

Company Tracking #:

I-24185

State: Arkansas

Filing Company:

State Life Insurance Company

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Linda Bird	09/07/2012	09/07/2012

### Objection Letters and Response Letters

#### Objection Letters

Status	Created By	Created On	Date Submitted
Pending Industry Response	Linda Bird	09/04/2012	09/04/2012

#### Response Letters

Responded By	Created On	Date Submitted
Ann Smith	09/06/2012	09/06/2012

SERFF Tracking #:

AULD-128666014

State Tracking #:

Company Tracking #:

I-24185

State:

Arkansas

Filing Company:

State Life Insurance Company

TOI/Sub-TOI:

L071 Individual Life - Whole/L071.113 Single Premium -Joint (Last Survivor)

Product Name:

Protecting Your Retirement Nest Egg Seminar Invitation

Project Name/Number:

Protecting Your Retirement Nest Egg Seminar Invitation/I-24185

## Disposition

Disposition Date: 09/07/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Form	Protecting Your Retirement Nest Egg Seminar Invitation		Yes

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## Objection Letter

Objection Letter Status	Pending Industry Response
Objection Letter Date	09/04/2012
Submitted Date	09/04/2012
Respond By Date	10/04/2012

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Dear Ann Smith,

**Introduction:**

*This will acknowledge receipt of the captioned filing.*

**Objection 1**

*Comments:*

*Regulation 57 was revised effective January 2010, the filing fee is now \$50.00 per form. We will hold your filing in a pending status until the \$50.00 is received.*

**Conclusion:**

*A.C.A. 23-79-109(1)-(5) sets forth the procedure by which filings may be deemed approved upon the expiration of certain time periods with no affirmative action by the commissioner. If the commissioner determines that additional information is needed to make a decision regarding approval, such request for information will be made to the company. The filing will not be considered complete until said additional information is received. The time periods set forth in this statute will not begin to run until the filing is complete.*

*Please feel free to contact me if you have questions.*

*Sincerely,  
Linda Bird*

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## Response Letter

Response Letter Status	Submitted to State
Response Letter Date	09/06/2012
Submitted Date	09/06/2012

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Dear Linda Bird,

**Introduction:**

Thank you for your review.

**Response 1**

**Comments:**

We sent via EFT the required \$50.00 filing fee.

**Related Objection 1**

Comments:

Regulation 57 was revised effective January 2010, the filing fee is now \$50.00 per form. We will hold your filing in a pending status until the \$50.00 is received.

**Changed Items:**

No Supporting Documents changed.

No Form Schedule items changed.

No Rate/Rule Schedule items changed.

**Conclusion:**

If you need more information, please let me know.

Sincerely,  
Ann Smith

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## Form Schedule

### Lead Form Number: I-24185

Item No.	Schedule Item Status	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments
1		I-24185	ADV	Protecting Your Retirement Nest Egg Seminar Invitation	Initial:	0.000	I-24185.pdf

### Form Type Legend:

<b>ADV</b>	Advertising	<b>AEF</b>	Application/Enrollment Form
<b>CER</b>	Certificate	<b>CERA</b>	Certificate Amendment, Insert Page, Endorsement or Rider
<b>DDP</b>	Data/Declaration Pages	<b>FND</b>	Funding Agreement (Annuity, Individual and Group)
<b>MTX</b>	Matrix	<b>NOC</b>	Notice of Coverage
<b>OTH</b>	Other	<b>OUT</b>	Outline of Coverage
<b>PJK</b>	Policy Jacket	<b>POL</b>	Policy/Contract/Fraternal Certificate
<b>POLA</b>	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	<b>SCH</b>	Schedule Pages



The State Life Insurance Company presents

# Protecting your retirement nest egg

Free informational seminar focused on the needs of individuals who are approaching retirement

You may have important retirement needs to address:

- Protecting the assets you worked so hard to earn
- Providing sufficient retirement income
- Preparing for the efficient distribution of your estate

Fortunately, you have options.

If you have savings and investments to protect, you should attend this seminar that can present strategies. There is no obligation to purchase.

LOCATION: \_\_\_\_\_

DATE: \_\_\_\_\_

TIME: \_\_\_\_\_

RSVP: \_\_\_\_\_

SEMINAR SPONSOR: \_\_\_\_\_

FOR RESERVATIONS CALL: \_\_\_\_\_

*[Insurance products, including annuities are available through U.S. Bancorp Insurance Services, LLC, U.S. Bancorp Investments, Inc., in Montana U.S. Bancorp Insurance Services of Montana, Inc. and in Wyoming U.S. Bancorp Insurance & Investments, Inc. All are licensed insurance agencies and subsidiaries of U.S. Bancorp, and affiliates of U.S. Bank. Insurance and annuity policies are underwritten by unaffiliated insurance companies and may not be available in all states.]*

*The State Life Insurance Company, a OneAmerica company, medically underwrites and issues the following asset-based products: Asset-Care (L301, SA31 and R501), Annuity Care (SA34), ImmediateCare (SA33) and Legacy Care (SA32, R502 and R503). Asset-based products allow prepayment of the death benefit for qualifying long-term care expenses through whole life insurance, annuity or whole life insurance and annuity combination. Some products may have exclusions, limitations, surrender charges and a waiting period. For details, review an Outline of Coverage and an illustration, which your insurance representative will provide. Products are subject to state availability.*

The State Life  
Insurance Company  
a ONEAMERICA® company  
One American Square  
P.O. Box 406  
Indianapolis, IN 46206-0406  
(317) 285-2300  
Fax (317) 285-2380

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Not insured by any federal government agency]**