



Logo Change Checklist

This checklist has been designed as a tool for submitting a logo change filing. It is not a filing submission requirement. The logo change procedures are based on a combination of the guidance provided in Filing Information Notice 2017-1 and Section 107 of the [Operating Procedure for the Filing and Approval of Product Filings](#). We strongly encourage filers to use this tool as a way to streamline the review process and avoid commonly issued objections.

The Compact can accept a new submission using the Supporting Documentation Update (SDU) filing type for the rebranding/change of logo for products filed with the Compact. One submission may be made to the Compact to achieve this purpose for all affected previously approved product filings.

Yes	N/A	Procedure
		The logo change should be submitted in a new Supporting Documentation Update (SDU) filing.
		The filing may be submitted under any TOI that is applicable. <i>Note: This submission is typically made under the applicable "Other" or most frequently filed TOI.</i>
		A copy of the new logo should be attached under <i>Supporting Documentation</i> .
		There should be no forms on the <i>Forms Schedule</i> .
		The filing should include a certified letter signed by an officer of the Company indicating the logo has or will be approved/filed in States in accordance with their respective requirements, if any, along with the effective date of this change.
		The letter should specify that the filing is made in accordance with the applicable uniform standards pertaining to each product referenced.
		A list of all TOIs of previously approved filings affected by the logo change should be provided under <i>Supporting Documentation</i> .
		A detailed list of the forms and SERFF Tracking numbers impacted by the change in logo should be provided under <i>Supporting Documentation</i> .
		Associated filings should be indicated under <i>View Associated Filings</i> .
		The company will be required to submit a non-actuarial review filing fee to the Insurance Compact plus all applicable state filing fees.
		The filing will receive a disposition of "approved" and the disposition will contain the following language: <i>This approval is granted in accordance with applicable IIPRC Rules and Uniform Standards pertaining to the forms referenced in this filing and is limited to such forms. It does not replace any required approvals and/or filings to be made by individual States for a 'change of logo'.</i>