



State of Utah

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Insurance Department

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Beware of Producers Selling Insurance of Insolvent Entities

The Utah Insurance Department is aware of people attempting to sell insurance policies in Utah under the name of insolvent, unlicensed insurance entities. These entities are not licensed to sell insurance in Utah, nor do they have assets to back any new insurance policies.

The American Trade Association, Inc., American Trade Association LLC, Smart Data Solutions LLC, and Serve America Assurance are insolvent insurance entities based in Nashville, Tennessee. On April 27, 2010 the Davidson County Chancery Court of Nashville, TN found them to be insolvent and the Tennessee Department of Commerce and Insurance took control of them.

Anyone with information regarding the sale or attempted sale of insurance coverage for these companies should contact the Utah Insurance Department at 801-537-9162, toll free 800-439-3805, or shalladay@utah.gov.

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The Utah Insurance Department is a state agency whose mandate is to regulate insurance marketed and sold in Utah. Currently they license over 89,000 agents, agencies and insurers; audit domestic insurers to verify financial stability and compliance with insurance laws; take administrative actions against licensees found to be in violation of the insurance laws; take calls from consumers who have questions or complaints; and educate licensees and consumers regarding insurance. Visit our website at <http://www.insurance.utah.gov/> or call our toll free in-state number 1-800-439-3805 or local number 801-538-3077.