

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM D

NOTICE OF SALE OF SECURITIES
PURSUANT TO REGULATION D,
SECTION 4(6), AND/OR
UNIFORM LIMITED OFFERING EXEMPTION

1164961

OMB APPROVAL
OMB Number: 3235-0076
Expires: April 30,2008
Estimated average burden
hours per response.....16.00

SEC USE ONLY								
Prefix		Serial						
DA	TE RECEIV	ED						

•	
Name of Offering (check if this is an amendment and name has changed, and indicate change.)	
COLI VUL-10 SERIES ACCOUNT	
Filing Under (Check box(es) that apply): Rule 504 Rule 505 Rule 506 Section 4(6)	ULOE
Type of Filing: New Filing Amendment	
A. BASIC IDENTIFICATION DATA	
1. Enter the information requested about the issuer	
Name of Issuer (check if this is an amendment and name has changed, and indicate change.)	0.70.70.77
COLI VUL-10 SERIES ACCOUNT	07073377
Address of Executive Offices (Number and Street, City, State, Zip Code)	Telephone Number (Including Area Code)
8515 E ORCHARD RD, GREENWOOD VILLAGE, CO 80111	303-737-3000
Address of Principal Business Operations (Number and Street, City, State, Zip Code) (if different from Executive Offices)	Telephone Number (Including Area Code)
Brief Description of Business	
Type of Business Organization	PROCESSED
corporation limited partnership, already formed other (p	lease specify): JUL 3 1 2017
Month Year Actual or Estimated Date of Incorporation or Organization: 111 919 Actual Estin Jurisdiction of Incorporation or Organization: (Enter two-letter U.S. Postal Service abbreviation for State CN for Canada; FN for other foreign jurisdiction)	

GENERAL INSTRUCTIONS

Federal:

Who Must File: All issuers making an offering of securities in reliance on an exemption under Regulation D or Section 4(6), 17 CFR 230.501 et seq. or 15 U.S.C. 77d(6).

When To File: A notice must be filed no later than 15 days after the first sale of securities in the offering. A notice is deemed filed with the U.S. Securities and Exchange Commission (SEC) on the earlier of the date it is received by the SEC at the address given below or, if received at that address after the date on which it is due, on the date it was mailed by United States registered or certified mail to that address.

Where To File: U.S. Securities and Exchange Commission, 450 Fifth Street, N.W., Washington, D.C. 20549.

Copies Required: Five (5) copies of this notice must be filed with the SEC, one of which must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

Information Required: A new filing must contain all information requested. Amendments need only report the name of the issuer and offering, any changes thereto, the information requested in Part C, and any material changes from the information previously supplied in Parts A and B. Part E and the Appendix need not be filed with the SEC.

Filing Fee: There is no federal filing fee.

State

This notice shall be used to indicate reliance on the Uniform Limited Offering Exemption (ULOE) for sales of securities in those states that have adopted ULOE and that have adopted this form. Issuers relying on ULOE must file a separate notice with the Securities Administrator in each state where sales are to be, or have been made. If a state requires the payment of a fee as a precondition to the claim for the exemption, a fee in the proper amount shall accompany this form. This notice shall be filed in the appropriate states in accordance with state law. The Appendix to the notice constitutes a part of this notice and must be completed.

- attention -

Failure to file notice in the appropriate states will not result in a loss of the federal exemption. Conversely, failure to file the appropriate federal notice will not result in a loss of an available state exemption unless such exemption is predictated on the filing of a federal notice.

		A. BASIC IDE	ENTIFICATION DATA		
2. Enter the information re	•				
		suer has been organized w			
					a class of equity securities of the issue
 Each executive off 	icer and director o	f corporate issuers and of	corporate general and mar	naging partners of	partnership issuers; and
Each general and n	nanaging partner o	f partnership issuers.			
Check Box(es) that Apply:	✓ Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, i GREAT-WEST LIFE & A	•	ANCE COMPANY			
Business or Residence Addre 8515 E ORCHARD RD,			ode)		
Check Box(es) that Apply:	Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, i	f individual)				
Business or Residence Addre	ess (Number and	Street, City, State, Zip Co	ode)		
Check Box(cs) that Apply:	Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first,	if individual)				
Business or Residence Addre	ess (Number and	Street, City, State, Zip Co	ode)		
Check Box(es) that Apply:	Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first,	if individual)				
Business or Residence Addre	ess (Number and	Street, City, State, Zip C	ode)		
Check Box(es) that Apply:	Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first,	if individual)				
Business or Residence Addre	ess (Number and	Street, City, State, Zip C	ode)		
Check Box(es) that Apply:	Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first,	if individual)				
Business or Residence Addr	ess (Number and	Street, City, State, Zip C	ode)		
Check Box(es) that Apply:	Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first,	if individual)				
Business or Residence Addr	ess (Number and	Street, City, State, Zip C	ode)		
	(Use bl	ank sheet, or copy and use	additional copies of this	sheet, as necessary)

	•				В. Т	NFORMAT	ION ABOU	T OFFERI	NG				
1.	Une the	issuer sol	d or door t	ha isawas i	ntand to as	ll to non a	aanaditad i	musstans in	, this offer	in a ?		Yes	No
1.	nas uic	Has the issuer sold, or does the issuer intend to sell, to non-accredited investors in this offering?										X	
2.	What is	the minim	num investr					_				s	
-			10111 1111030	ilolit tilat y	in oc acce	prod from t	,		•••••			Yes	No
3.	Does th	Does the offering permit joint ownership of a single unit?											Z
4.	Enter the information requested for each person who has been or will be paid or given, directly or indirectly, any commission or similar remuneration for solicitation of purchasers in connection with sales of securities in the offering. If a person to be listed is an associated person or agent of a broker or dealer registered with the SEC and/or with a state or states, list the name of the broker or dealer. If more than five (5) persons to be listed are associated persons of such a broker or dealer, you may set forth the information for that broker or dealer only.												
	l Name (LLISTE		first, if ind	ividual)									
			Address (N	Number and	d Street, C	ity, State, 2	Zip Code)				 -		
		NSULTING	-										
			roker or De ET, STE 20		ADOLIS I	ANI 55/21							
			Listed Ha		•		Purchasers						
			s" or check										l States
	[AT]	المتحا	(47)	(AB)	(C.L.)	ഭവ	രമ	(BE)	ന്മ	(Fr	(Ca)		(m)
	AL TL MT RI	AK IN NE SC	IA NV SD	KS NH TN	CA KY NJ TX	LA NM UT	ME NY VT	MD NC VA	MA ND WA	FL MI OH WV	MN OK	MS OR WY	MO PA PR
Full	Name (Last name	first, if ind	ividual)								'	
Bus	iness or	Residence	Address (Number an	d Street, C	ity, State,	Zip Code)		 				
				.									
Nan	ne oi Ass	sociated B	roker or De	aler									
Stat	es in Wh	ich Persor	Listed Ha	s Solicited	or Intends	to Solicit	Purchasers						
	(Check	"All State:	s" or check	individual	States)			•••••••				□ Al	States
	AL IL MT RI	AK IN NE SC	AZ IA NV SD	AR KS NH TN	CA KY NJ TX	CO LA NM UT	CT ME NY VT	DE MD NC VA	DC MA ND WA	FL MI OH WV	MN OK	MS OR WY	MO PA PR
Full	Name (Last name	first, if ind	ividual)				· <u>-</u>					
Bus	iness or	Residence	: Address (1	Number an	d Street, C	ity, State, 2	Zip Code)	· · · · · · · · · · · · · · · · · · ·					
Nan	ne of Ass	ociated Bi	roker or De	aler				<u> </u>			_		
Stat	es in Wh	ich Person	Listed Ha	s Solicited	or Intends	to Solicit l	Purchasers						
			s" or check						*************	······	·····	☐ All	States
	AL IL MT	AK IN NE SC	AZ IA NV SD	AR KS NH TN	CA KY NJ TX	CO LA NM UT	CT ME NY VT	DE MD NC VA	DC MA ND WA	FL MI OH WV	MN OK	HI MS OR WY	ID MO PA PR

(Use blank sheet, or copy and use additional copies of this sheet, as necessary.)

C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS

1.	sold. Enter "0" if the answer is "none" or "zero." If the transaction is an exchange offering, check this box and indicate in the columns below the amounts of the securities offered for exchange and already exchanged.	Aggregate	Amount Already
	Type of Security	Offering Price	Sold
	Debt		_ \$
	Equity	<u> </u>	<u> </u>
	Common Preferred		
	Convertible Securities (including warrants)	3	<u> </u>
	Partnership Interests	<u></u>	_ \$
	Other (Specify VARIABLE UNIVERSAL) LIFE POLICY	·	\$_314,289,545.53
	Total		
	Answer also in Appendix, Column 3, if filing under ULOE.		
2.	Enter the number of accredited and non-accredited investors who have purchased securities in this offering and the aggregate dollar amounts of their purchases. For offerings under Rule 504, indicate the number of persons who have purchased securities and the aggregate dollar amount of their purchases on the total lines. Enter "0" if answer is "none" or "zero." Accredited Investors	Number Investors	Aggregate Dollar Amount of Purchases \$ 30,000,000.00
	Non-accredited Investors		
	Total (for filings under Rule 504 only)		\$
3.	Answer also in Appendix, Column 4, if filing under ULOE. If this filing is for an offering under Rule 504 or 505, enter the information requested for all securities sold by the issuer, to date, in offerings of the types indicated, in the twelve (12) months prior to the first sale of securities in this offering. Classify securities by type listed in Part C — Question 1.		
	Type of Offering	Type of Security	Dollar Amount Sold
	Rule 505		\$
	Regulation A		\$
	Rule 504		\$
	Total		<u>\$_0.00</u>
4	a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities in this offering. Exclude amounts relating solely to organization expenses of the insurer. The information may be given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimate and check the box to the left of the estimate.		
	Transfer Agent's Fees] \$
	Printing and Engraving Costs] \$ _
	Legal Fees		\$
	Accounting Fees		,] \$
	Engineering Fees		\$
	Sales Commissions (specify finders' fees separately)	_	\$
	Other Expenses (identify)	 -	\$
	Total	_	\$ 0.00

	C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF P	ROCEEDS	
	b. Enter the difference between the aggregate offering price given in response to Part C — Question 1 and total expenses furnished in response to Part C — Question 4.a. This difference is the "adjusted gross proceeds to the issuer."		\$ 0.00
5.			
		Payments to Officers, Directors, & Affiliates	Payments to Others
	Salaries and fees] \$ _	. []\$
	Purchase of real estate]\$	s
	Purchase, rental or leasing and installation of machinery		
	and equipment] \$. 🗆 \$
	Construction or leasing of plant buildings and facilities] \$. 🗆 s
	Acquisition of other businesses (including the value of securities involved in this offering that may be used in exchange for the assets or securities of another issuer pursuant to a merger)	7.\$	
	Repayment of indebtedness	」 °—_ —	
	Working capital	」 * ———	
	Other (specify):] \$	
] \$	s
	Column Totals	<u> </u>	S_0.00_
	Total Payments Listed (column totals added)		00
L_	D. FEDERAL SIGNATURE	· = *:	
sign	issuer has duly caused this notice to be signed by the undersigned duly authorized person. If this notice ature constitutes an undertaking by the issuer to furnish to the U.S. Securities and Exchange Commiss information furnished by the issuer to any non-accredited investor pursuant to paragraph (b)(2) of Reference of the contract o	ion unon weitte	le 505, the following n request of its staff.
 Issu	er (Print or Type) Signature D	ate	
	LI VUL-10 SERIES ACCOUNT	7/25lo	7
	re of Signer (Print or Type) Title of Signer (Print or Type) LAEYENDECKER SR VICE PRESIDENT, LIFE INSURANCE MA		<i></i>

ATTENTION -

Intentional misstatements or omissions of fact constitute federal criminal violations. (See 18 U.S.C. 1001.)

	E. STATE SIGNATURE		
1.	Is any party described in 17 CFR 230.262 presently subject to any of the disqualification provisions of such rule?	Yes	No
	See Appendix, Column 5, for state response.	L.J	(K.)

- 2. The undersigned issuer hereby undertakes to furnish to any state administrator of any state in which this notice is filed a notice on Form D (17 CFR 239.500) at such times as required by state law.
- 3. The undersigned issuer hereby undertakes to furnish to the state administrators, upon written request, information furnished by the issuer to offerees.
- 4. The undersigned issuer represents that the issuer is familiar with the conditions that must be satisfied to be entitled to the Uniform limited Offering Exemption (ULOE) of the state in which this notice is filed and understands that the issuer claiming the availability of this exemption has the burden of establishing that these conditions have been satisfied.

The issuer has read this notification and knows the contents to be true and has duly caused this notice to be signed on its behalf by the undersigned duly authorized person.

Issuer (Print or Type)	Signature () Date
COLI VUL-10 SERIES ACCOUNT	Von Joegended 7/25/67
Name (Print or Type)	Title (Print of Type)
RON LAEYENDECKER	SR VICE PRESIDENT, LIFE INSURANCE MARKETS

Instruction:

Print the name and title of the signing representative under his signature for the state portion of this form. One copy of every notice on Form D must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

APPENDIX											
1	Intend to non-a investor	to sell ccredited s in State -Item 1)	Type of security and aggregate offering price offered in state (Part C-Item 1)		amount pu	4 Finvestor and rchased in State C-Item 2)		5 Disqualification under State ULOE (if yes, attach explanation of waiver granted) (Part E-Item 1)			
State	Yes	No		Number of Accredited Investors	Amount	Number of Non-Accredited Investors	Amount	Yes	No		
AL							<u> </u>				
AK											
AZ											
AR											
CA											
СО											
СТ											
DE											
DC											
FL											
GA											
ні											
ID							****				
IL											
IN											
IA											
KS											
KY											
LA											
ME											
MD											
МА											
МІ											
MN											
MS											

APPENDIX 1 2 3 4 5 Disqualification Type of security under State ULOE and aggregate (if yes, attach Intend to sell offering price Type of investor and explanation of to non-accredited offered in state amount purchased in State waiver granted) investors in State (Part C-Item 2) (Part E-Item 1) (Part C-Item 1) (Part B-Item 1) Number of Number of Non-Accredited Accredited Investors Yes No State Yes No Investors Amount Amount MO MT NE NV NH NJ NM NY NC ND OH OK OR PA RΙ SC SD TN TX UT VT VA WA wv WI

	APPENDIX												
1		2	3			5 Disqualification							
	to non-a investor	l to sell accredited as in State 3-Item 1)	Type of security and aggregate offering price offered in state (Part C-Item 1)	Type of investor and amount purchased in State (Part C-Item 2)		amount purchased in State				amount purchased in State		under St (if yes, explan waiver	ate ULOE attach ation of granted)
State	Yes	No		Number of Accredited Investors	Amount	Number of Non-Accredited Investors	Amount	Yes	No				
WY													
PR													

END