

10-21-2004

Form PTO-1594 (Rev. 06/04) ,
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office



RECOF

TR 102865154

10-18-04

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

FOREMOST INSURANCE COMPANY, GRAND RAPIDS, MICHIGAN

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Citizenship (see guidelines) MICHIGAN

Execution Date(s) SEPTEMBER 10, 2004

Additional names of conveying parties attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: FOREMOST CORPORATION OF AMERICA

Internal

Address: 5600 BEECH TREE LANE

Street Address:

City: CALEDONIA

State: MI

Country: Zip: 49316

- Association Citizenship
- General Partnership Citizenship
- Limited Partnership Citizenship
- Corporation Citizenship MICHIGAN
- Other Citizenship

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No. (s)

B. Trademark Registration No. (s)

2,449,148

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):
DESIGN ONLY

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Douglas H. Siegel

Internal Address: Price, Heneveld, Cooper, DeWitt & Litton, LLP

Street Address: 695 Kenmoor SE, PO Box 2567

City: Grand Rapids

State: MI Zip: 49501

Phone Number: (616) 949-9610

Fax Number: (616) 957-8196

Email Address: dsiegel@pricheneveld.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

16-2463

(Attach duplicate copy of this page if paying by deposit account)

9. Signature:

10/20/2004 610N11 00000037-2449148

01 FC:8521

40.00

Signature

Douglas H. Siegel

Name of Person Signing

10-11-04

Date

Total number of pages including cover sheet, attachments, and document:

10

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK
REEL: 003064 FRAME: 0890

**ASSIGNMENT OF
TRADEMARKS**

WHEREAS, FOREMOST INSURANCE COMPANY, GRAND RAPIDS, MICHIGAN (“Assignor”) has adopted, owns, and is using the following trademark, and is the owner of the listed U.S. Trademark Registration (hereinafter referred to as “the Mark”):

REG. NO.	MARK	GOODS/SERVICES
2,449,148	DESIGN ONLY	Arranging and conducting athletic events, namely, golf tournaments (International Class 41)

WHEREAS, FOREMOST CORPORATION OF AMERICA (“Assignee”) is the parent corporation of FOREMOST INSURANCE COMPANY , GRAND RAPIDS, MICHIGAN;

WHEREAS, Assignee desires to acquire the Mark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably sells, grants, conveys, assigns, transfers, and sets over to Assignee all right, title, and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark.

Assignor hereby covenants that Assignor is the sole lawful owner of the rights in and to the Mark, and the goodwill associated therewith, and that Assignor has good rights to sell and transfer the same to Assignee.

FOREMOST INSURANCE COMPANY,
GRAND RAPIDS, MICHIGAN

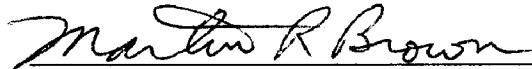
Dated: 9-10-04



Martin R. Brown
Associate General Counsel and Secretary

FOREMOST CORPORATION
OF AMERICA

Dated: 9-10-04



Martin R. Brown
Associate General Counsel and Secretary

**ASSIGNMENT OF
TRADEMARKS**

WHEREAS, FOREMOST INSURANCE COMPANY, GRAND RAPIDS, MICHIGAN ("Assignor") has adopted, owns, and is using the following trademarks, and is the owner of the listed U.S. Trademark Registrations and U.S. Trademark Applications for Registration (hereinafter referred to as "the Marks"):

REG. NO.	MARK	GOODS/SERVICES
921,723	TRAVEL SURE	Insurance services-namely, underwriting risk (International Class 36)
922,576	MOBILOWNERS	Insurance services-namely, underwriting risk (International Class 36)
954,670	SPORTSMAN	Insurance underwriting services (International Class 36)
1,287,217	MANUFACSURE	Insurance underwriting services and administration of insurance policies for others (International Class 36)
1,469,984	GOLDEN CIRCLE	Insurance services more specifically underwriting risk, issuance and administration of insurance policies (International Class 36)
2,449,487	DESIGN ONLY	Arranging and conducting athletic events, namely, golf tournaments (International Class 41)
2,621,938	FOREMOSTSTAR	Insurance service, namely, underwriting risk; issuance and administration of policies, claims, and benefits, providing information in the field of insurance via an internet Web site (International Class 36)

SERIAL NO.	MARK	GOODS/SERVICES
76/330,848	MY GREAT HOME	Providing information relating to home ownership, namely, information in the field of home insurance and home finance via a global computer network Web site (International Class 36); and Providing information on home life, namely, information on gardening, cooking, interior decorating, home safety, and home repair and maintenance via a global computer network Web site (International Class 42)
76/442,516	AMERICAN FEDERATION	Insurance underwriting services (International Class 36)

WHEREAS, FOREMOST CORPORATION OF AMERICA (“Assignee”) is the parent corporation of FOREMOST INSURANCE COMPANY , GRAND RAPIDS, MICHIGAN;

WHEREAS, Assignee desires to acquire the Marks;

NOW THEREFORE, for and in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably sells, grants, conveys, assigns, transfers, and sets over to Assignee all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks.

Assignor hereby covenants that Assignor is the sole lawful owner of the rights in and to the Marks, and the goodwill associated therewith, and that Assignor has good rights to sell and transfer the same to Assignee.

FOREMOST INSURANCE COMPANY,
GRAND RAPIDS, MICHIGAN

Dated: 4-28-04



Martin R. Brown
Secretary, Vice President and
Associate General Counsel

FOREMOST CORPORATION
OF AMERICA

Dated: 4-28-04



Martin R. Brown
Secretary