

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Hagerty Group, LLC | | 03/09/2007 | LIMITED LIABILITY COMPANY: MICHIGAN |
| RECEIVING PARTY DATA | | | |
| Name: | Hagerty Group, Inc. | | |
| Street Address: | 141 River's Edge Drive, PO Box 87 | | |
| City: | Traverse City | | |
| State/Country: | MICHIGAN | | |
| Postal Code: | 49685 | | |
| Entity Type: | CORPORATION: MICHIGAN | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 78403261 | THE HAGERTY GROUP | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (231)933-1571 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | (231) 947-7477 | | |
| Email: | melling@ddc-law.com | | |
| Correspondent Name: | The Hagerty Group, LLC | | |
| Address Line 1: | 141 River's Edge Drive, PO Box 87 | | |
| Address Line 4: | Traverse City, MICHIGAN 49685 | | |
| NAME OF SUBMITTER: | Michael J. Daray | | |
| Signature: | /michaeljdaray/ | | |
| Date: | 03/16/2007 | | |

OP \$40.00 78403261

Total Attachments: 1

900071948

**TRADEMARK
 REEL: 003502 FRAME: 0094**

ASSIGNMENT OF TRADEMARKS

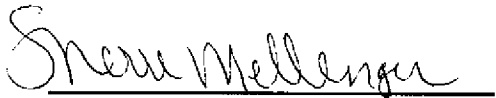
This Assignment is entered into by The Hagerty Group, LLC of 141 River's Edge Drive, Traverse City, Michigan 49684 ("Assignor") and The Hagerty Group, Inc., of 140 River's Edge Drive, Traverse City, Michigan 49684 ("Assignee").

Assignor is the applicant of certain trademark applications filed with the United States Patent and Trademark Office bearing Serial Nos. 78/403261 (the "Mark").

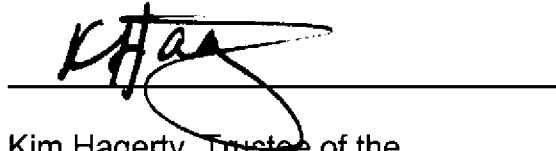
Assignor transfers to Assignee all of its right, title, and interest in and to the Mark.

WITNESS

THE HAGERTY GROUP, LLC



Sherri Mellinger, Esq.



Kim Hagerty, Trustee of the
First Restated Kim Hagerty Revocable Trust,
UAD March 24, 2004, Manager

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