

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Liberty Mutual Insurance Company		04/08/2009	CORPORATION: MASSACHUSETTS
<b>RECEIVING PARTY DATA</b>			
Name:	BusinessFirst Insurance Company		
Street Address:	2310 Commerce Point Drive		
City:	Lakeland		
State/Country:	FLORIDA		
Postal Code:	33801		
Entity Type:	CORPORATION: FLORIDA		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	2942915	BUSINESSFIRST INSURANCE COMPANY	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(312)698-2168		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-861-8686		
Email:	lisa.parker.gates@bakernet.com		
Correspondent Name:	Lisa Parker Gates		
Address Line 1:	130 E. Randolph		
Address Line 2:	Suite 3500		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	090414		
NAME OF SUBMITTER:	Lisa Parker Gates		
Signature:	/Lisa Parker Gates/		

CH \$40.00 2942915

Date:

04/16/2009

Total Attachments: 1

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**ASSIGNMENT OF UNITED STATES SERVICE MARK**

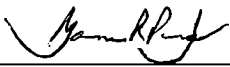
**WHEREAS**, Liberty Mutual Insurance Company, a Massachusetts corporation with an address at 175 Berkeley Street, Boston, Massachusetts 02117 (“Assignor”), owns the service mark BUSINESSFIRST INSURANCE COMPANY (United States Registration No. 2942915) (the “Assigned Mark”); and

**WHEREAS**, BusinessFirst Insurance Company, a Florida corporation with an address at 2310 Commerce Point Drive, Lakeland, Florida 33801 (“Assignee”), wishes to acquire the entire right, title and interest in and to the Assigned Mark, including the right to bring actions for infringement of the Assigned Mark occurring prior to the date of this Assignment.

**NOW, THEREFORE**, for valuable and legally sufficient consideration, the receipt and legal sufficiency of which Assignor acknowledges, Assignor sells, assigns and transfers to Assignee Assignor’s entire right, title and interest in and to the Assigned Mark, including the right to bring actions for infringements of the Assigned Mark occurring prior to the date of this Assignment, together with that part of the goodwill of Assignor’s business connected with and symbolized by the Assigned Mark.

**IN TESTIMONY WHEREOF**, Assignor has caused this Assignment to be executed by its authorized representative.

**LIBERTY MUTUAL INSURANCE  
COMPANY**

By: 

Date: April 8, 2009

Name: James R. Pugh

Title: Asst. Vice President & Sr. Corporate Counsel