

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
American Bankers Insurance Group, Inc.		11/24/2009	CORPORATION: FLORIDA

**RECEIVING PARTY DATA**

Name:	Assurant, Inc.
Street Address:	One Chase Manhattan Plaza
City:	New York
State/Country:	NEW YORK
Postal Code:	10005
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Registration Number:	2070627	APPLIANCEGARD
Registration Number:	2845112	FAMILYSENSE
Registration Number:	1831562	FURNITUREGARD
Registration Number:	2177236	PERSONAL PRIVACY MANAGER
Registration Number:	2122042	PERSONAL PRIVACY MANAGER
Registration Number:	2338630	ROADGARD
Registration Number:	2348718	SO BEFORE DISASTER STRIKES, RUN FOR COVERAGE!

**CORRESPONDENCE DATA**

Fax Number: (612)877-5999  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 612-877-5443  
 Email: ipmsd@moss-barnett.com  
 Correspondent Name: Marsha Stolt  
 Address Line 1: 90 South 7th Street

CH \$190.00 2070627

**900148603**

**TRADEMARK  
 REEL: 004103 FRAME: 0916**

Address Line 2: 4800 Wells Fargo Center  
Address Line 4: Minneapolis, MINNESOTA 55402-4129

ATTORNEY DOCKET NUMBER:	51305-327001
NAME OF SUBMITTER:	Marsha Stolt
Signature:	/ms/
Date:	11/25/2009

Total Attachments: 3  
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## TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, effective as of the date of signing, is made by and between American Bankers Insurance Group, Inc. ("Assignor") and Assurant, Inc. ("Assignee").

WHEREAS, Assignor, a corporation organized and existing under the laws of Florida and having a place of business at 11222 Quail Roost Drive, Miami, FL 33157, has adopted, used and is using the marks shown on the attached Schedule A (the "Marks"), registered in the U.S. Patent and Trademark Office.

WHEREAS, Assurant, Inc., a corporation organized and existing under the laws of the State of Delaware, having a place of business at One Chase Manhattan Plaza, New York, New York 10005, desires to acquire the Marks together with the good will of the business symbolized by the Marks, and to enjoy the protection of any registrations that have or shall issue in connection with the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor does hereby assign, transfer and sell unto Assignees, its successors and assigns all right, title and interest in and to the Marks together with the good will of the business symbolized by the Marks, and all registrations that have or shall issue in connection with the Marks, including any applications pending for registration of the Marks. Assignor further sells, assigns and transfers unto Assignee its entire right, title and interest in and to any and all causes of action and rights of recovery for past infringement of the Marks.

This assignment shall be binding upon the successors and assigns of Assignor and shall inure to the benefit of the successors and assigns of Assignee.

IN WITNESS WHEREOF, said Assignor has executed and delivered this instrument as set forth below.

AMERICAN BANKERS INSURANCE  
GROUP, INC.

Dated: November 24, 2009

By: Greg DeChurch  
Name: Greg DeChurch  
Title: general counsel

<b>Mark</b>	<b>Registration Number</b>	<b>Registration Date</b>
APPLIANCEGARD	2,070,627	June 10, 1997
FAMILYSENSE	2,845,112	May 25, 2004
FURNITUREGARD	1,831,562	April 19, 1994
PERSONAL PRIVACY MANAGER	2,177,236	July 28, 1998
PERSONAL PRIVACY MANAGER	2,122,042	December 16, 1997
ROADGARD	2,338,630	April 4, 2000
SO BEFORE DISASTER STRIKES, RUN FOR COVERAGE!	2,348,718	May 9, 2000

Schedule A

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