

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	12/31/2009

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Foremost Corporation of America		12/31/2009	CORPORATION: MICHIGAN

RECEIVING PARTY DATA

Name:	FCOA, LLC
Street Address:	5600 Beach Tree Lane
City:	Caledonia
State/Country:	MICHIGAN
Postal Code:	49316
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 48

Property Type	Number	Word Mark
Registration Number:	0929339	FOREMOST
Registration Number:	2154409	FOREMOST
Registration Number:	1821706	FOREMOST
Registration Number:	1403411	FOREMOST
Registration Number:	2414933	FOREMOST
Registration Number:	1900833	FOREMOST
Registration Number:	2075734	FOREMOST AUTOLINK
Registration Number:	1896463	FOREMOST BASICS
Registration Number:	2956531	FOREMOST BOATERS
Registration Number:	1911781	FOREMOST EXPRESS
Registration Number:	2894849	FOREMOST INSURANCE SERVICE CENTER
Registration Number:	2621938	FOREMOSTSTAR
Registration Number:	1936293	FIRST AND FOREMOST

OP \$1215.00 0929339

900154019

**TRADEMARK
 REEL: 004144 FRAME: 0117**

Registration Number:	1461303	F
Registration Number:	2414934	F
Registration Number:	2307002	
Registration Number:	1975797	FF
Registration Number:	1830592	FF
Registration Number:	2818942	AMERICAN FEDERATION
Registration Number:	2284737	APPS
Registration Number:	1812403	
Registration Number:	2907797	EXPRESSTAR
Registration Number:	0922576	MOBILOWNERS
Registration Number:	2909450	MY GREAT HOME
Registration Number:	0954670	SPORTSMAN
Registration Number:	2945749	THE WELCOME MAT
Registration Number:	0921723	TRAVEL SURE
Registration Number:	3037369	FOREMOST CLASSIC
Registration Number:	3337689	FOREMOST EDUCATION ONLINE
Registration Number:	3668651	FOREMOST PAYONLINE
Serial Number:	77758124	FAMILY BOATER'S
Registration Number:	3554685	DISTINCTCHOICE
Registration Number:	3401596	TAKE FOREMOST ALONG FOR THE RIDE.
Registration Number:	3582201	GO AHEAD. GET OUTDOORS.
Registration Number:	3582199	GO AHEAD. GET WET.
Registration Number:	3582198	GO AHEAD. GET DIRTY.
Registration Number:	3582197	GO AHEAD. GET ON YOUR BIKE.
Registration Number:	3582200	GO AHEAD. GET ON THE TRAIL.
Serial Number:	77818136	FOREMOST OUTDOORS
Registration Number:	3594177	GO AHEAD. TAKE FOREMOST HOME.
Registration Number:	3566770	GO AHEAD. SEE THE POSSIBILITIES.
Registration Number:	3499990	FARMERS. FOR YOU.
Registration Number:	3618202	GO AHEAD. ASK FOR FOREMOST.
Registration Number:	3633927	KRAFT LAKE
Registration Number:	3633933	KRAFT LAKE INSURANCE AGENCY
Registration Number:	3584998	THE LANDLORD AND RENTAL PROPERTY INSURANCE SPECIALIST
Serial Number:	77731259	MYFIELDPOINT

Serial Number:

77731257

MYFIELDPOINT

CORRESPONDENCE DATA

Fax Number: (512)536-4598

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: aoTrademark@fulbright.com

Correspondent Name: Richard J. Groos

Address Line 1: 600 Congress Ave, Suite 2400

Address Line 4: Austin, TEXAS 78701

ATTORNEY DOCKET NUMBER:

FARF:003

NAME OF SUBMITTER:

Alicia Morris Groos

Signature:

/Alicia Morris Groos/

Date:

02/04/2010

Total Attachments: 1

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Delaware

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The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AGREEMENT OF MERGER, WHICH MERGES:

"FOREMOST CORPORATION OF AMERICA", A MICHIGAN CORPORATION, WITH AND INTO "FCOA, LLC" UNDER THE NAME OF "FCOA, LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE TWENTY-NINTH DAY OF DECEMBER, A.D. 2009, AT 10:24 O'CLOCK A.M.

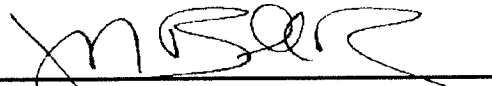
AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF AGREEMENT OF MERGER IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2009.

4694108 8100M

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You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 7733108

DATE: 12-31-09

RECORDED: 02/04/2010

TRADEMARK
REEL: 004144 FRAME: 0120