TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Esurance Inc.		01/01/2010	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Esurance Insurance Services, Inc.
Street Address:	650 Davis Street
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94111
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Serial Number:	78791266	E-STAR
Serial Number:	78791287	E-STAR
Registration Number:	3645376	ESTAR
Registration Number:	3017357	QUOTE. BUY. PRINT.
Registration Number:	2549326	
Registration Number:	2696283	
Registration Number:	2566782	INSURANCE. ONLY BETTER
Registration Number:	2702984	INSURANCE. ONLY BETTER
Registration Number:	2708357	ESURANCE
Registration Number:	2854154	ESURANCE
Registration Number:	2673515	ESURANCE
Serial Number:	77506563	
Serial Number:	77506576	
Serial Number:	77606594	FAST 5

CH $390.00 78791266

Serial Number:	77621803	SWITCH & SAVE

CORRESPONDENCE DATA

Fax Number: (415)705-6383

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

Phone: (415) 705-6377

Email: tmdocketing@dergnoah.com

Correspondent Name: Todd A. Noah

Address Line 1: Dergosits & Noah LLP

Address Line 2: Three Embarcadero Center, Suite 410

Address Line 4: San Francisco, CALIFORNIA 94111

ATTORNEY DOCKET NUMBER:	966.01
NAME OF SUBMITTER:	Todd A. Noah
Signature:	/Todd A. Noah/
Date:	02/11/2010

Total Attachments: 0

THIS

PAGE

INTENTIONALLY

LEFT

BLANK