

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	07/10/2010		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Liberty Mutual Insurance Company		08/10/2010
			Entity Type
			COMPANY: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Liberty Mutual Agency Corporation		
Street Address:	175 Berkeley Street		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02116		
Entity Type:	COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
	Property Type	Number	Word Mark
Serial Number:		77879540	REWIND
Serial Number:		77038183	TRUE PRICING
CORRESPONDENCE DATA			
Fax Number:	(312)698-2241		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3128612822		
Email:	paula.krasny@bakermckenzie.com		
Correspondent Name:	Paula Jill Krasny		
Address Line 1:	130 E. Randolph		
Address Line 2:	Suite 3500		
Address Line 4:	Chicago, ILLINOIS 60601		
NAME OF SUBMITTER:	Paula Jill Krasny		
Signature:	/Paula Jill Krasny/		

CH \$65.00 77879540

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**TRADEMARK
 REEL: 004260 FRAME: 0988**

Date:

08/13/2010

Total Attachments: 4

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NUNC PRO TUNC ASSIGNMENT OF UNITED STATES MARKS

WHEREAS, Liberty Mutual Insurance Company, a company organized and existing under the laws of Massachusetts, and having its principal place of business at 175 Berkeley Street, Boston, Massachusetts 02116 (“Assignor”), has been using certain trademarks and service marks in conjunction with its business, including but not limited to the trademark and service mark registrations, set forth in Schedule A attached hereto (collectively, the “Marks”); and

WHEREAS, Liberty Mutual Agency Corporation, a company organized and existing under the laws Delaware, and having its principal place of business at 175 Berkeley Street, Boston, Massachusetts 02116 (“Assignee”), is desirous of acquiring the entire right, title and interest in and to the Marks, including the right to bring actions for infringement of the Marks occurring prior to the date of this Assignment.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for valuable and legally sufficient consideration, the receipt and legal sufficiency of which are hereby acknowledged by the Assignor, the Assignor has sold, assigned, and transferred, and by these presents do sell, assign, and transfer unto the Assignee, the Assignor’s entire right, title and interest in and to the Marks used in conjunction with the Assignor’s business, including but not limited to the Marks attached to this Assignment, including the right to bring actions for infringements of the Marks occurring prior to the date of this Assignment, together with that part of the goodwill of the Assignor’s business connected with and symbolized by the Marks.

This assignment is made *nunc pro tunc* to make it express that the goodwill of the business symbolized by the Marks was transferred from Assignor to Assignee effective as of July 10, 2010.

IN TESTIMONY WHEREOF, the Assignor has caused this Assignment of United States Marks to be executed by its authorized representative.

LIBERTY MUTUAL INSURANCE COMPANY

By: 

Date: August 10, 2010

Name: James R. Pugh

Title: Assistant Secretary

SCHEDULE "A"

Pending Applications

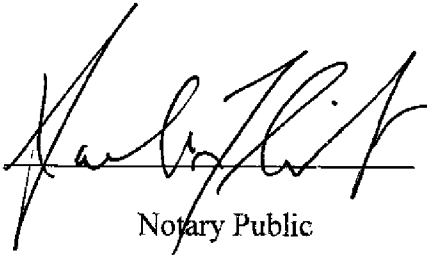
Mark	Application No.	Filing Date
REWIND	77/879540	November 24, 2009
TRUE PRICING	77/038183	November 7, 2006

COMMONWEALTH OF MASSACHUSETTS)
)
COUNTY OF SUFFOLK)

CERTIFICATE OF ACKNOWLEDGMENT

I, Sarah Flint, a Notary Public, in and for the County and Commonwealth of Massachusetts aforesaid, do hereby certify that James R. Pugh, known to be the Assistant Secretary of Liberty Mutual Insurance Company appeared before me this day, in person, and acknowledged that s/he signed, sealed and delivered the foregoing instrument on behalf of Liberty Mutual Insurance Company of his/her free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this 10th day of August 2010


Notary Public

My Commission Expires:

September 3, 2015

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