

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Seafire Insurance, LLC

- Individual(s)
- General Partnership
- Corporation- State: _____
- Other Kansas limited liability company

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) June 21, 2011

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Preferred Concepts, LLC

Internal

Address: _____

Street Address: 14 Wall Street, 18th Floor

City: New York

State: New York

Country: USA Zip: 10005

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other LLC

Citizenship _____

Citizenship _____

Citizenship _____

Citizenship _____

Citizenship New York

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

85/081,958

B. Trademark Registration No.(s)

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

SEAFIRE INSURANCE

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Lawrence A. Swain

Internal Address: _____

Street Address: 6201 College Boulevard, Suite 500

City: Overland Park

State: Kansas Zip: 66211

Phone Number: 913-234-7526

Fax Number: 913-273-1882

Email Address: lswain@polsinelli.com

6. Total number of applications and registrations Involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

Deposit Account Number 501662

Authorized User Name Polsinelli Shalton et al

9. Signature:



Signature

6-22-11

Date

Lawrence A. Swain

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

2

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK

REEL: 004567 FRAME: 0944

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CH \$40.00 501662 85081958

ASSIGNMENT OF TRADEMARK

WHEREAS, Seafire Insurance, LLC, a Kansas limited liability company, 5311 W. 132nd Street, Overland Park, Kansas 66209 (the "Assignor"), has adopted, used, is using and owns the following trademark application (the "Mark"), registration of which is now pending in the United States Patent and Trademark Office:

<u>TRADEMARK</u>	<u>SERIAL NO.</u>	<u>DATE OF APPLICATION</u>
SEAFIRE INSURANCE	85/081,958	July 10, 2010

WHEREAS, Preferred Concepts, LLC, a New York limited liability company, 14 Wall Street, 18th Floor, New York, New York 10005 (the "Assignee"), is desirous of acquiring the Mark and the application for registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns unto Assignee all of its right, title and interest in the United States in and to the Mark together with the goodwill of the business symbolized by the Mark, and the application for registration thereof, including all common law rights and all claims for damages by reason of past infringement of said mark with the right to sue and collect therefor

FURTHERMORE, Assignee hereby appoints Lawrence A. Swain, a member of the bar of the states of Missouri and Kansas, Ari M Bai, Yu Cai, Corey M. Casey, Elton F. Dean, III, Brian B. Diekhoff, Derek D. Donahoe, Kate J Doty, Gregory P. Durbin, Robert O Enyard, Jr., Jeffrey E. Fine, Christopher L Hines, Todd S. Hofmeister, Kimberly A. Honeycutt, Paul A. Jcnny, S. Wade Johnson, Jeffrey H. Kass, Timothy J. Keefer, J. Morgan Kirley, Anne L Kleindienst, Gregory M. Kratofil, Jr., Carla M Lee, Christine Meis McAuliffe, Joshua M. McCaig, Lisa V. Mueller, Tara A Nealey, Jay E. Pictig, Joseph M. Pletcher, Andrea M. Porterfield, Rebecca C Riley-Vargas, Marcia J Rodgers, Kelley A. Schneiders, Teddy C Scott, Matthew J. Smith, Timothy D. Steffens, James M Stipek, Richard P. Stitt, Micah D Trotti, Tracey S. Truitt, Michael A. Williamson and Patrick C. Woolley of Polsinelli Shughart PC., 6201 College Boulevard, Suite 500, Overland Park, KS 66211, to prosecute the assignment, with full power of substitution and revocation, to transact all business in the Patent and Trademark Office in connection therewith.

ASSIGNOR:

Seafire Insurance, LLC

By *Dennis G. Kane*

Name: *DENNIS G. KANE*

Title *President, member*

Date: *6/22/11*

ASSIGNEE:

Preferred Concepts, LLC

By *Michael S. Ryan*

Name: *Michael S. Ryan*

Title: *Chief Operating Officer*

Date: *6/21/11*

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