

## 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       |
| Progressive Casualty Insurance Company  |  | 04/02/2010     | CORPORATION: OHIO |
| RECEIVING PARTY DATA  |  |                |                   |
| Name:   | ABA Insurance Services Inc.                  |                |                   |
| Street Address:   | 5920 Landerbrook Drive                       |                |                   |
| City:   | Mayfield Heights                             |                |                   |
| State/Country:  | OHIO   |                |                   |
| Postal Code:  | 44124  |                |                   |
| Entity Type:  | CORPORATION: OHIO                            |                |                   |
| PROPERTY NUMBERS Total: 3   |  |                |                   |
| Property Type   | Number                                       | Word Mark      |                   |
| Registration Number:  | 3257640                                      | SAFETALK       |                   |
| Registration Number:  | 3257641                                      | SAFEALERT      |                   |
| Registration Number:  | 3475343                                      | A-SIDE PLUS    |                   |
| CORRESPONDENCE DATA   |  |                |                   |
| Fax Number:   | 2166960740                                   |                |                   |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |  |                |                   |
| Phone:  | 216-861-7659                                 |                |                   |
| Email:  | clevelandip@bakerlaw.com                     |                |                   |
| Correspondent Name:   | Melanie S. Corcoran                          |                |                   |
| Address Line 1:   | 1900 East 9th Street                         |                |                   |
| Address Line 2:   | Suite 3200                                   |                |                   |
| Address Line 4:   | Cleveland, OHIO 44114                        |                |                   |
| NAME OF SUBMITTER:  | Melanie Corcoran                             |                |                   |

|  |            |
|--|------------|
| Signature:   | /msc/      |
| Date:  | 06/07/2013 |
| Total Attachments: 3<br>source=03-Assignment of Trademarks#page1.tif<br>source=03-Assignment of Trademarks#page2.tif<br>source=03-Assignment of Trademarks#page3.tif |            |

## ASSIGNMENT

**WHEREAS**, Progressive Casualty Insurance Company, an Ohio corporation having a principal place of business at 6300 Wilson Mills Road, Mayfield Village, Ohio, 44143 (“Assignor”) has adopted and is using the mark SAFEALERT (the “SafeAlert Mark”) in connection with various property and casualty insurance products and services, including those described in Assignor’s trademark registrations for the SafeAlert Mark, enumerated below; and

**WHEREAS**, Assignor has registered the SafeAlert Mark on the Principal Register of the United States Patent and Trademark Office in connection with “newsletters in the field of risk and loss management for insureds; online publication in the field of risk and loss management for insureds,” Registration No. 3,257,641, registered July 3, 2007 (the “SafeAlert Registration”); and

**WHEREAS**, Assignor has adopted and is using the mark SAFETALK (the “SafeTalk Mark”) in connection with various property and casualty insurance products and services, including those described in Assignor’s trademark registrations for the SafeTalk Mark, enumerated below; and

**WHEREAS**, Assignor has registered the SafeTalk Mark on the Principal Register of the United States Patent and Trademark Office in connection with “newsletters in the field of risk and loss management for insureds; online publication in the field of risk and loss management for insureds,” Registration No. 3,257,640, registered July 3, 2007 (the “SafeTalk Registration”); and

**WHEREAS**, Assignor has adopted and is using the mark A-SIDE PLUS (the “A-Side Plus Mark”) in connection with various property and casualty insurance products and services, including those described in Assignor’s trademark registrations for the A-Side Plus Mark, enumerated below; and

**WHEREAS**, Assignor has registered the A-Side Plus Mark on the Principal Register of the United States Patent and Trademark Office in connection with “insurance underwriting, claims processing, claims adjustment and administration services in the field of directors and officers liability insurance,” Registration No. 3,475,343, registered July 29, 2008 (the “A-Side Plus Registration”); and

**WHEREAS**, ABA Insurance Services Inc., an Ohio corporation having a principal place of business at 5920 Landerbrook Drive, Mayfield Heights, OH 44124 (“Assignee”), desires to acquire (i) the SafeAlert Mark, the SafeTalk Mark, and the A-Side Plus Mark (collectively, these shall be known as the “Marks”), and (ii) the SafeAlert Registration, the SafeTalk Registration, and the A-Side Plus Registration (collectively, these shall be known as the “Registrations”);

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, and Assignee hereby accepts, all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the Registrations thereof.

Dated and effective as of: April 2, 2010.

**ABA Insurance Services Inc.**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

**Progressive Casualty Insurance Company**

By: Dane A. Shrallow

Name: Dane A. Shrallow

Title: Secretary

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, and Assignee hereby accepts, all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the Registrations thereof.

Dated and effective as of: April 2, 2010.

**ABA Insurance Services Inc.**

By: John W Manor

Name: JOHN W MANOR

Title: CHAIRMAN

**Progressive Casualty Insurance Company**

By: \_\_\_\_\_

Name: Dane A. Shralow

Title: Secretary