

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
Diogenes		08/14/2013	LIMITED LIABILITY COMPANY: CONNECTICUT
RECEIVING PARTY DATA			
Name:	Pure Risk Management, LLC		
Street Address:	44 South Broadway, Suite 301		
City:	White Plains		
State/Country:	NEW YORK		
Postal Code:	10601		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85794945	LOVE INSURANCE	
CORRESPONDENCE DATA			
Fax Number:	2033482321		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	203-358-0800		
Email:	mwagner@dmoc.com		
Correspondent Name:	Matthew C. Wagner		
Address Line 1:	One Atlantic Street		
Address Line 2:	Diserio Martin O'Connor & Castiglioni		
Address Line 4:	Stamford, CONNECTICUT 06901		
ATTORNEY DOCKET NUMBER:	26563.2		
NAME OF SUBMITTER:	Matthew C. Wagner		
Signature:	/Matthew C. Wagner/		

OP \$40.00 85794945

Date:

09/04/2013

Total Attachments: 2

source=26563.2 Diogenes - Pure Trademark Assignment 20130904#page1.tif

source=26563.2 Diogenes - Pure Trademark Assignment 20130904#page2.tif

ASSIGNMENT OF TRADEMARKS

WHEREAS, Diogenes, LLC, a Connecticut limited liability company, with offices at 1512 Southford Road, Southbury, Connecticut (“Assignor”), is the owner by written assignment of the trademark LOVE INSURANCE, which is the subject of United States Trademark Application Serial No. 85/794,945, common law rights, and goodwill (the “Mark”);

WHEREAS, by this Trademark Assignment, Assignor desires to quitclaim and transfer to Pure Risk Management, LLC, a Florida limited liability company, with offices at 44 South Broadway, Suite 301, White Plains, New York (“Assignee”), all of its rights and interests in the Mark and common law rights and goodwill, as set forth more fully in the Intellectual Property Assignment Agreement entered into between Assignor and Assignee concurrently herewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably assigns, transfers, and conveys to Assignee, and Assignee hereby accepts:

All right, title, and interest in and to the Mark worldwide (including, without limitation, all applications and registrations resulting therefrom and all renewals and extensions thereof), together with the worldwide goodwill of the business associated with or symbolized by the Mark, including all common law, goodwill, statutory, and other rights in the Mark, including, without limitation, designs or logos incorporating the mark or used in association with the mark, and publications including the mark, with the right to recover for damages and profits and all other remedies for past infringements thereof, to have and to hold for Assignee’s own use and benefit and the benefit of Assignee’s successors, assigns, or legal representatives.

Assignor hereby agrees to execute any documents and to do any other acts as may be reasonably required to further effectuate the assignment of its interest in the Mark to Assignee. Assignor appoints Assignee as its attorney-in-fact, with full power of substitution and delegation, to execute any and all such documents and do any and all such other acts in order to effectuate the assignment set forth in this document, and to record the assignment with the United States Patent & Trademark Office or other relevant governmental authority.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment effective as of August 14, 2013.

DIOGENES, LLC

By: 

Name: Bradford L. Cole

Title: Managing Member

PURE RISK MANAGEMENT, LLC

By: 

Name: MARK H. MUSSER

Title: SVP, Gen Counsel of Fed Ex