

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM346663

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	1		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GARY L LARDY		10/17/2014	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	ALG ACQUISITIONS II, LLC		
Street Address:	2650 MCCORMICK DRIVE, STE. 300L		
City:	CLEARWATER		
State/Country:	FLORIDA		
Postal Code:	33759		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2562630	1.800.LIFEINSURANCE	
CORRESPONDENCE DATA			
Fax Number:	2485940610		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2485940600		
Email:	tmdocketing@raderfishman.com		
Correspondent Name:	FISHMAN STEWART YAMAGUCHI PLLC		
Address Line 1:	39533 Woodward Ave. Ste. 250		
Address Line 4:	BLOOMFIELD HILLS, MICHIGAN 48304		
ATTORNEY DOCKET NUMBER:	67333-0060		
NAME OF SUBMITTER:	LINDA MONGE CALLAGHAN		
SIGNATURE:	/LINDA MONGE CALLAGHAN/		
DATE SIGNED:	07/02/2015		
Total Attachments: 1 source=R1327146#page1.tif			

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ASSIGNMENT AGREEMENT

WHEREAS, on October 17, 2014, 1-800-Life-Insurance Agency, Inc., a California corporation ("Agency") and original registrant of U.S. Registration No. 3000184 dated September 27, 2005 for the mark INTELLIQUOTE, and Gary R. Lardy, a resident of the State of California ("Lardy") and original registrant of U.S. Registration No. 2562630 dated April 16, 2002 for the mark 1.800.LIFEINSURANCE, assigned and transferred to ALG Acquisitions II, LLC, a Delaware limited liability company ("ALG"), and ALG acquired, all right, title and interest in and to the following: those marks identified above and set forth on the attached schedule; all applications and registrations for such marks, including, without limitation, those registrations identified above and set forth on the attached schedule; all other rights and privileges provided under the trademark and other laws of the United States, its individual states, territories and possessions and jurisdictions foreign thereto worldwide with respect to the foregoing, including, without limitation, all common law rights; the GOODWILL of the business associated with such marks; and any and all renewals thereof, together with the right to bring suit and collect for past infringements and other violations thereof (collectively, the "Rights"); and

WHEREAS, also on October 17, 2014, but subsequent to the above-stated assignment and transfer, ALG changed its name to Intelliquote Insurance Services, LLC, a Delaware limited liability company ("Intelliquote");

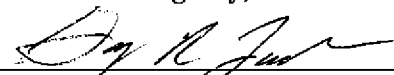
NOW, THEREFORE, in view of payment of Ten Dollars (\$10.00), and other legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties do hereby ratify and confirm the above-stated assignment and transfer and Agency and Lardy do hereby assign and transfer to ALG (now Intelliquote by change of name), effective October 17, 2014, all right, title and interest in and to the Rights.

Agency and Lardy shall, without further consideration, execute any additional documents and take such further action as may be requested to effect the terms of this Assignment Agreement.

This Assignment Agreement shall be binding upon and inure to the benefit of the parties and their respective personal and legal representatives, heirs, successors and assigns.

1-800-Life-Insurance Agency, Inc.

Date: 6/22/15


By: 

Name: Gary R. Lardy

Title: President / CEO

Gary R. Lardy

Date: 6/22/15


By: 

Name: Gary R. Lardy

Title: Individual

Intelliquote Insurance Services, LLC

Date: 6/22/15

By: 

Name: Gary R. Lardy

Title: Principle / President