

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM350620

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Tower Group, Inc.		07/28/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	National General Holdings, Corp.		
Street Address:	59 Maiden Lane, 38th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10038		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3121232	ONECHOICE HOMEOWNERS	
Registration Number:	3121233	ONECHOICE UMBRELLA	
Registration Number:	3411983	ONECHOICE CUSTOM PAC	
CORRESPONDENCE DATA			
Fax Number:	2129407013		
<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:	212-940-8673		
Email:	jan.tamulewicz@kattenlaw.com		
Correspondent Name:	Kattan Muchin Rosenman LLP		
Address Line 1:	575 Madison Avenue		
Address Line 4:	New York, NEW YORK 10022-2585		
ATTORNEY DOCKET NUMBER:	386253/00001		
NAME OF SUBMITTER:	Jan Tamulewicz		
SIGNATURE:	/Jan Tamulewicz/		
DATE SIGNED:	08/06/2015		
Total Attachments: 2			
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source=TGI Assignment of OneChoice Marks to Nat Gen (7-28-15)#page2.tif			

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U.S. TRADEMARK ASSIGNMENT

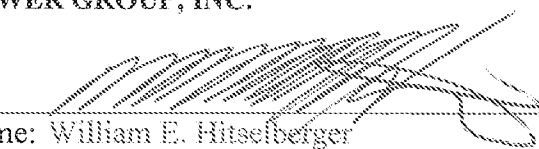
WHEREAS, TOWER GROUP, INC., a Delaware corporation, having a place of business and offices at 59 Maiden Lane, 38th Floor, New York, New York 10038 ("Assignor"), is the owner of all right, title and interest to the trademarks, service marks and trademark and service mark applications and registrations listed on Schedule A annexed hereto (collectively the "Trademarks") and all related goodwill; and

WHEREAS, NATIONAL GENERAL HOLDINGS, CORP., a Delaware corporation, having a place of business and offices at 59 Maiden Lane, 38th Floor, New York, New York 10038 ("Assignee"), is desirous of acquiring the Trademarks and the goodwill associated therewith and all variations and combinations thereof, including all those not yet developed (hereinafter all collectively the "Marks");

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sets over, assigns and transfers to Assignee, all right, title and interest in and to all of the Marks, together with the goodwill associated therewith, including the U.S. Applications and Registrations set forth on Schedule A, all income, royalties, damages and payments now or hereafter due or payable in respect to the Marks, and all causes of action (in law or in equity) and the right to sue, counterclaim and recover for past, present or future infringement of the Marks and the rights thereto.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized officer this 28th day of July, 2015.

TOWER GROUP, INC.

By: 
Name: William E. Hitzelberger
Title: President and Treasurer

SCHEDULE A

MARK	U.S. REGISTRATION NO.
ONECHOICE HOMEOWNERS	3,121,232
ONECHOICE UMBRELLA	3,121,233
ONE CHOICE CUSTOMPAC	3,411,983