

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

09/29/2015
 900339117

ETAS ID: TM356653

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Odell Studner Group, LLC		09/01/2015	LIMITED LIABILITY PARTNERSHIP: COMPANY PENNSYLVANIA

RECEIVING PARTY DATA

Name:	Acrisure, LLC
Street Address:	5664 Prairie Creek Drive
City:	Caledonia
State/Country:	MICHIGAN
Postal Code:	49316
Entity Type:	CORPORATION : MICHIGAN LIMITED LIABILITY COMPANY

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	4726538	RISK MANAGEMENT, SOLVED

CORRESPONDENCE DATA

Fax Number: 6163367000
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.
Phone: 616-336-6000
Email: trademarks@varnumlaw.com
Correspondent Name: Timothy E. Eagle
Address Line 1: 333 Bridge Street, P.O. Box 352
Address Line 4: Grand Rapids, MICHIGAN 49501

ATTORNEY DOCKET NUMBER:	ACRISURE
NAME OF SUBMITTER:	Timothy E. Eagle
SIGNATURE:	/Timothy E. Eagle/
DATE SIGNED:	09/29/2015

Total Attachments: 3
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CH \$40.00 4726538

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), made effective as of September 1, 2015, is entered into by The Odell Studner Group, LLC, a Pennsylvania limited liability company ("Assignor").

WHEREAS, contemporaneously herewith, Assignor, Acrisure, LLC, a Michigan limited liability company ("Assignee"), Steven A. Odell, Robert D. Odell, J. Brett Studner and Geoffrey Goldwater have entered into a certain Asset Purchase Agreement, made effective as of the date hereof (the "Purchase Agreement"; capitalized terms used herein but not otherwise defined herein shall have the meanings ascribed to them in the Purchase Agreement);

WHEREAS, in accordance with the terms and conditions of the Purchase Agreement, Assignor has agreed to assign and transfer its entire right, title and interest in and to the Intellectual Property listed on the attached Schedule A (the "Trademark"), together with all of the goodwill associated therewith and symbolized thereby, including all common-law rights associated with the Trademark by virtue of its use in commerce, to Assignee;

WHEREAS, pursuant to Section 2.11 of the Purchase Agreement, Seller desires to execute this Assignment for the purpose of transferring to and vesting in Buyer all of Seller's right, title and interest in and to the Trademark; and

WHEREAS, Assignor is the record owner of the entire right, title and interest in and to the Trademark.

NOW, THEREFORE, in view of the premises herein and for good and valuable consideration, the receipt of which is hereby acknowledged by Assignor, Assignor does hereby sell, convey, transfer and assign and deliver unto Assignee, its successors and assigns, the entire right, title and interest in and to the Trademark, together with the goodwill associated therewith and symbolized thereby, and in and to any and all renewals thereof, together with all rights to sue and recover for past infringement thereof, to have and to hold forever for the sole and exclusive use and benefit of Assignee effective as of the date hereof.

[Remainder of page intentionally left blank.]

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by a duly authorized officer as of the date first set forth above.

THE ODELL STUDNER GROUP, LLC

By: 
Steven A. Odell, Chief Executive Officer

9615433

Signature Page to Trademark Assignment

TRADEMARK
REEL: 005633 FRAME: 0376

SCHEDULE A

Citation	Reg. No.	Status	Goods and Services	Owner
"RISK MANAGEMENT. SOLVED."	4,726,538	Registered (USA)	Business Risk Management Consulting Services	Odell Studner Group, LLC, 100 Matsonford Road, Suite 100, Three Radnor Corporate Center, Radnor, Pennsylvania 19087